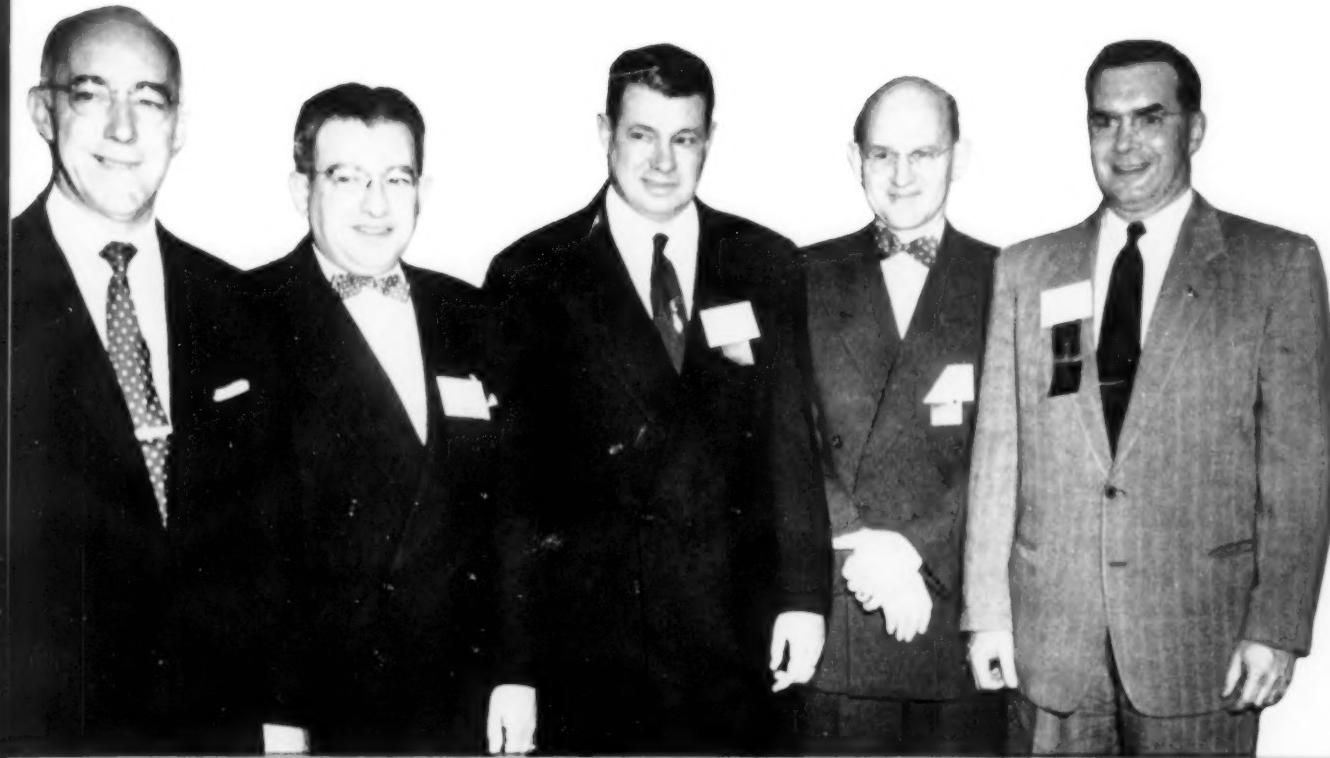


The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

MARCH, 1954



ELECTED IN WASHINGTON: Vice-president Frank A. Prather, Fort Myers, Fla.; Directors Sam Darko, Indianapolis; Earl Rush, Alexandria, La.; W. E. Brasel, Clinton, Okla.; and President Walter R. Duncan, Philadelphia. Complete NID convention report page 38

Cellophane bags click with customers.....Page 48

Latest findings on the charged system.....Page 84

Three experts talk about sport shirts.....Page 91

Universally Microfilmed
315 North First Street
and Arbor, Michigan

Savings on solvents are

"in the bag"
with HYFLO

YOU SAVE ON SOLVENTS because Hyflo* lowers your solvent recovery costs! It does such a thorough job of filtering that solvent requires distilling less often . . . therefore needs replacement less frequently.

Hyflo also helps you achieve faster production, too. It keeps solvents flowing freely . . . keeps filter pressures lower longer . . . cuts down on time spent cleaning filter screens.

The particle fineness of Hyflo is exactly right for trapping all dirt (lint, dust and other solids). The crystal-clear solvent passes freely through the porous cake that builds up on the screen. That's why Hyflo is called the *high speed* filter powder.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y.

*Reg. U. S. Pat. Off.



Johns-Manville HYFLO

THE ORIGINAL HIGH SPEED FILTER POWDER

Lint-free cleaning highly efficient ➤

Added to the outstanding advantages of charge cleaning, is an exclusive anti-static* agent in Buckeye Clean-Charge which makes complete lint-free* cleaning possible for the first time in dry cleaning history.

CLASSIFYING ELIMINATED

All dry cleaners are only too familiar with the time-consuming problem of sorting dark *lint-gathering* fabrics and light *lint-laden* fabrics before cleaning and tumbling.

The revolutionary, new anti-static agent in Buckeye Clean-Charge eliminates this classification problem. Now a great variety of light and dark, soft and hard finished fabrics can be tumbled at the same time. *And all garments come out clean, dry and lint-free!*

RESEARCH UNCOVERS ANTI-STATIC COMPOUND

During the past few years, The Davies-Young Soap Company's research department has analyzed and studied the effects of static electricity in an effort to discover an agent which could control it. The result of this research has brought to light the most outstanding characteristic of Buckeye Clean-Charge . . . it's amazing lint-free properties.

CLEAN-CHARGE SAFE WITH FILTER POWDERS

When Buckeye Clean-Charge is used, the very highest degree of efficiency is reached in washer and tumbler action. Filter powder can be safely used as a cleaning abrasive during the cleaning cycle *without fear of powder sticking to the garments*. How is this possible? The answer is found in this same highly efficient anti-static agent in Buckeye Clean-Charge.

LINT-FREE CLEANING SATISFIES CUSTOMERS

The dry cleaning plants throughout the nation that have installed Buckeye Clean-Charge find a substantial increase in customer satisfaction. Garments cleaned with Clean-Charge are *returned lint-free and continue to repel lint from one cleaning to the next.*

The millions of microscopic lint particles which tend to dull fabrics can now be removed. Colorful patterns and smooth-textured tones become brighter and clearer . . . to take on a "like-new look."

Lead the field in quality cleaning . . . Install Buckeye Clean-Charge!

*Patent applied for, product and process.

Now!

DARK BLUE SUITS
and
WHITE WOOL
BLANKETS

Safely Cleaned Together!
WITH
**BUCKEYE
CLEAN-CHARGE**
with this amazing result:
No transfer of lint!

HERE'S WHY:

A special ANTI-STATIC ingredient incorporated in Buckeye CLEAN-CHARGE prevents filter powders from sticking to fabrics during the cleaning cycle . . . garments are removed from the tumbler LINT-FREE! When Buckeye CLEAN-CHARGE is used color and fabric classification time is eliminated, finishing is much easier and faster, static is eliminated from fashionable synthetic fabrics and THERE IS NO TRANSFER OF LINT FROM DARK TO LIGHT FABRICS!

*Patent applied for
Product and process.

SYMBOL OF QUALITY

THE DAVIES-YOUNG
SOAP COMPANY
BOX 995 DAYTON 1, OHIO

BE SAFE

in hand-finishing the
heat-sensitive fabrics

DrycoMatic THUMB-OPERATED STEAM-ELECTRIC IRON

**Holds heat within 248° to 269° (AT LOW SETTING)
with NO WATER SPOTTING!**



IF YOU COULD LOOK
INSIDE YOU'D KNOW



STEAM MUST
TRAVEL FROM
TRAP TO TRAP
TO REACH THE
OUTLET

ANY DROPS OF
WATER IN THE
INCOMING STEAM
VAPORIZE WHEN THEY
HIT THE HOT TRAPS
IN THE SOLEPLATE

New fabrics
can be ruined by high heat

Textile authorities name 275° as the top limit for ironing most synthetic fabrics. Higher heat may cause permanent damage—fused fibers, ugly glaze—that will result in expensive claims.

**DrycoMatic's Temperature
always under safety limit**

Precision-built thermostat on the DrycoMatic Iron maintains a temperature, at low setting, within the range of 248° to 269°—safely below heat limit named by synthetic fiber producers.

Finish better...20% faster!



STOPs FOOT-PEDAL FUMBLING...CUTS FATIGUE 50%

Finishers are freed from obsolete foot pedal; have greater working range. Their fatigue is cut 50%.

NO HEAT IN OPERATOR'S FACE

Unique soleplate design permits small separator, mounted below the board, for cooler operation.



DrycoMatic Thumb-Operated Steam-Electric Iron, complete with Speedway Assembly: includes cord, steam hose, Cord-A-Way arm, solenoid valve, pilot light, separator, mounting bracket, ready to install.

MODEL 6330 (3-lb.) \$82⁵⁰
MODEL 6360 (6-lb.)

Order Now FROM YOUR SUPPLIER

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

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EVANSTON, ILLINOIS
(SUBURB OF CHICAGO)

THOUSANDS OF CLEANERS ATTRACTED *millions* OF NEW VOLUME IN THE PAST YEAR

(HELD OLD CUSTOMERS, GAINED NEW ONES)

WITH **NEV-R-SPOT** AND **FabricRenewing**
PRESS PLATE LINERS PRESS PLATES

IT WILL COST YOU LESS TO GIVE YOUR CUSTOMERS

CRISP, SPARKLING FINISHING

SAFEST PRESSING OF ALL FABRICS

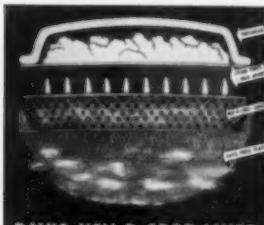


"Dacron" is DuPont's trademark for polyester fibers.
"Orlon" is DuPont's trademark for acrylic fibers.

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Pressing Satisfaction
You Need BOTH!

NEV-R-SPOT Liner
Stops Steam Marks!

A DAVIS NEV-R-SPOT STEAM-CONDITIONER LINER on every press makes you sure of finest finishing on all garments and all fabrics. Steam reaches and revives each fiber; its heat is reduced to a safe 250°; "nickel spots" are banished forever.



DAVIS NEV-R-SPOT LINER SPRAYS STEAM SIDEWAYS!

Jets of steam from presshead hit Nev-R-Spot Liner and are forced sideways thru its thousands of tiny canopied openings. Gentle, even steam issues thru grid plate's perforations, with heat and moisture uniform over entire pressing surface.



ORDER NOW FROM YOUR SUPPLIER

DAVIS NEV-R-SPOT LINERS AND FABRIC-RENEWING PRESS PLATES ARE AVAILABLE FOR ALL MAKES AND MODELS OF DRYCLEANING PRESSES

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47" to 54" sizes.....	13.95	19.25
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MANUFACTURERS,
EVANSTON, ILL. (SUBURB OF CHICAGO)

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NUMBER 3
MARCH, 1954

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Do it just good enough so that your customers don't complain...

Incident at close of NID
convention might indicate that the
above philosophy is acceptable
to a limited group.

A disappointing incident occurred at the close of the Washington, D. C. Convention.

Up to that moment the entire convention radiated the eagerness of progressive men to progress still further.

The NID staff, under the direction of its officers, managing director and director of research had presented one of the most progressive and interesting programs ever witnessed at a convention. The whole spirit was one of the NID leading its members to ever greater accomplishments.

The disappointing incident previously mentioned occurred during the panel discussion on the charged system, held in the Armory which housed the exhibits, and which was the final session scheduled for this near-record convention.

4% no-rinse, no complaints

One of the parting thoughts given the delegates to take home with them came from a drycleaner who, with masterful poise before a floor microphone, explained that he used the 4% charge without rinsing, and that his customers did not complain about the residue which remained in the garments. He said that he was cognizant of this "gook," but the implication was that as long as the customers didn't complain it should be of no concern.

The significant part of this incident was not that one man should so express himself, but that several cleaners in the audience applauded his observation, presumably because it justified the omission of one important step in the dry cleaning process.

Isn't it unfortunate that this huge convention, held for the purpose of improving the science of dry cleaning, should close on such a note?

Should the philosophy of doing it

just good enough to avoid customer complaints be extended to other departments? Possibly important steps could be eliminated from the finishing, packaging and delivery departments that would give the customer less for his money, and yet not excite too numerous complaints.

Such conclusions may be drawn without benefit of a costly convention. If the philosophy were to prevail of doing it just good enough to avoid complaints, there would be no need for that large capital investment in buildings at Silver Spring. Why assume the expense of scientific research performed in an elaborately equipped Institute if the objective is no higher than to avoid complaints.

A star on a television network recently mentioned that garments handled by some dry cleaners (but not all dry cleaners) sometimes came back from dry cleaning without the original drape, and often with a foreign odor. It is timely to note that excessive residue from lack of a separate rinse is often a contributing factor to both of the conditions mentioned by this prominent person to a vast audience. Customers have a habit of complaining to each other, rather than to you.

The dry cleaning industry has enjoyed steady growth as the result of continuous improvement in techniques which have given the public more for its dry cleaning dollar. These improvements were not prompted by complaints from customers, but rather from a sincere desire on the part of leading plantowners to render a superior service.

Eliminating the rinse from the 4% method is a radical step in a diametrically opposite direction. A realistic analysis of the problem can lead to only one conclusion: failure to flush the 4%

solution which remains in fabrics after extracting is failure to keep faith with the public.

"Gook" remains in fabrics

Anyone disputing this statement may be won over completely by taking a 10 oz. sample of any used 4% solution to a laboratory equipped with a constant temperature drying oven. After evaporating the volatile solvent show him the remaining residue. That will represent the amount of "gook" remaining in just one 3# suit. Let him see it, feel it, and smell it, and then ask if he would like to have it sent back to him in his favorite tailor-made suit.

Knowing that it is there, should we ignore it simply because the customer fails to complain?

The important consideration is that a garment from which that "gook" has been rinsed is brighter, fresher and sweeter. Percentagewise, the cost of a separate rinse following 4% cleaning is so small as to be of little moment. To omit that step in the 4% process is to practice false economy.

Do not be misled into believing that Street's has pioneered and fought for the separate rinse because the use of their CONDUCTIVITY CONTROL UNIT requires a separate rinse. Conductivity control neither adds to, nor detracts from, the need for a rinse. Conductivity control is for the purpose of maintaining a fixed charge of filterable moisture in the 4% solution. The rinse is intended to remove the soluble impurities from the fabrics cleaned in 4%. Anionics, cationics and nonionics have no bearing whatever on the subject. Regardless of the nature of the detergent, the impurities which build up in the 4% solution, although not objectionable to the 4% itself, are definitely objectionable to the finished fabric if not diluted in a separate rinse.

NID inspires progress

Your institute at Silver Spring is an inspiring monument to the tremendous growth of the dry cleaning industry. It has contributed greatly to this growth through improvements resulting from applied science. Its members have contributed to this growth through their sincerity in giving the public more and more for its dry cleaning dollar. No one can praise too highly the contribution made by the NID and its members to the progress of our great industry.

This progress may continue indefinitely if each of us is tenacious in the thought that we must improve our service whenever a practical method for improvement presents itself. The potential for growth in our industry is tremendous if we continue to give the public more whenever more can be rendered at a fair profit, and if we resist all temptation to settle for a negative approach which places a stamp of approval on a technique only because it does not result in expressed complaints from the customer.

NEW CHEVROLET TRUCKS

do more work per day . . . more work per dollar
on every type of hauling or delivery job!



Time and money are the two most important factors in any trucking job—and the new Chevrolet trucks for '54 are built to save more of both!

THEY SAVE YOU TIME ALL THE TIME

Whether you deliver door-to-door or haul state-to-state, new Chevrolet trucks will speed up your schedules. They bring you new hour-saving engine power—greatly increased acceleration and hill-climbing ability. You save time with greater safety . . . and without increasing your maximum road speeds. In traffic or on delivery routes, new truck Hydra-Matic transmission* saves time, and saves driving effort as well. It's the last word in no-shift truck driving.

THEY SAVE YOU MONEY IN EVERY WAY

Along with increased power, these great new trucks bring you increased operating economy. You enjoy hefty gasoline savings in every model, thanks to new high-compression performance. In addition, you save on upkeep and maintenance. That's because you get extra strength and stamina in drive line and chassis. There are heavier axle shafts in 2-ton models, newly designed clutches and stronger frames in all models.

See your Chevrolet dealer for all the facts about the "savingest" Chevrolet Advance-Design trucks ever built! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MOST TRUSTWORTHY TRUCKS ON ANY JOB!



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

DUAL-SHOE PARKING BRAKE—greater holding ability on heavy-duty models. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

Remove guesswork from dry cleaning

by controlling solvent temperature



Overheated solvents mean damaged goods, lost customers, unhealthful working conditions. Can you afford to continue these risks? *Certainly not . . . now that the problem is so simple and inexpensive to solve!*

Install a Ross Type BCF Cooler and you can forget about solvent temperatures. *Overheating is dependably prevented!* Small, compact and easily hooked up, this durable copper-brass unit will quickly prove to be the most valuable investment you ever made for so little money.

Don't wait for warm weather. Do it now and enjoy year 'round security. Send for Bulletin 1.1A42 with full details, or see your equipment distributor. Write today.

- Color bleeding
- Ruined sizing, dressings
- Stubborn wrinkles, "breaks"
- Solvent discoloration
- Shrinkage, relaxation, "felting"
- Difficult spot removal
- Poor cleaning quality
- Sickening fumes
- Fire, explosions
- Plugged filters
- Wasteful evaporation
- Lost working hours

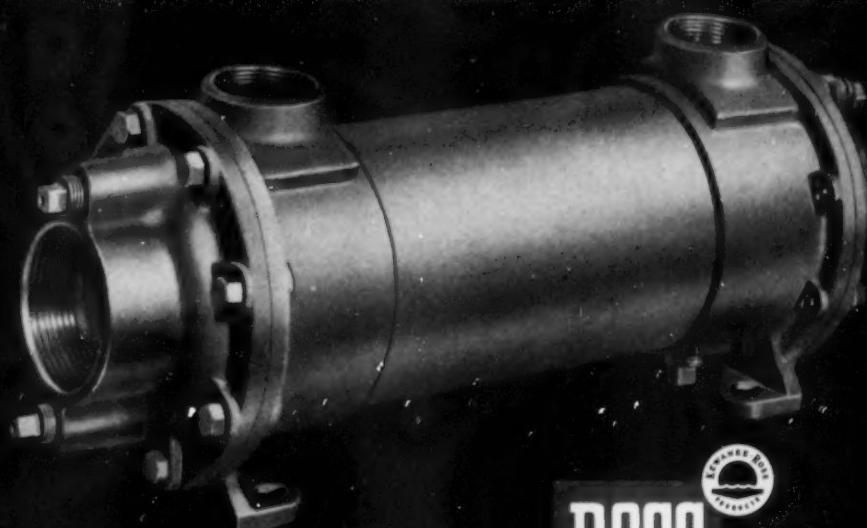
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Use a simple, inexpensive Ross Type BCF solvent cooler



ROSS



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CUT YOUR SPOTTING TIME WITH Dow-PER

Dow-PER, with its outstanding solvent powers, removes more dirt and spots from garments in the dry cleaning machine



Spotting time is expensive, especially when it is being spent on dirt that should be removed in the machine. You can avoid high spotting costs and speed up your operation by using Dow-PER®. Dow-PER holds dirt and grime in suspension, prevents streaks, spots and cloudy areas. This means less spotting time and lower labor costs. Dow-PER also cuts costs due to its high recovery, ease of reclamation and shorter cleaning cycle.

Contact your Dow distributor today and learn more about Dow synthetic solvents. He has informative literature, counter cards, window decals and other promotional literature designed to tell your customers that you use Dow solvents, the sign of quality dry cleaning. Your Dow distributor is well informed and always willing to assist you in any way he can. THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on DOW SOLVENTS



A COMPLETE DRYCLEANING PLANT

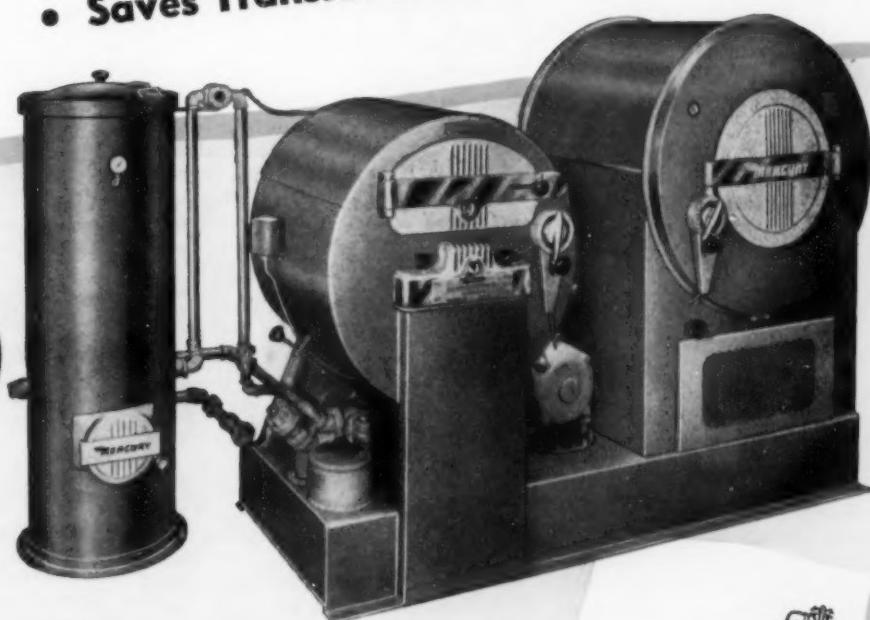
COMBINATION WASH-EXTRACT

- Ideal for TWO-BATH Method
- Saves Transfer of Fabrics



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completely
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assembled



THE MODERN PETROLEUM UNIT: includes 36-pound combination washer-extractor, 36" x 30" tumbler, eight plate 1250 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 4000 Successful Owners in U. S. A.

1. U/L approved for your protection
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5. Economical to operate
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Also available
in 48-lb. size



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SYSTEMS, INC.

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EVANSTON, ILLINOIS

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LETTERS to the EDITOR

S.O.S. Department

To the Editor:

"Where, oh, where?" are the missing pages—#35 through #54 this month's issue of the leader in the field, THE NATIONAL CLEANER & DYER. Please send another copy with all the pages. *Please.*

C. G. BYRD
Superintendent,
Lewis Laundry & Cleaners
Louisville, Ky.

To the Editor:

My January issue was lost, strayed or stolen before it reached us. Situation critical. I have nothing interesting to read. Save me from complete boredom. I like N. C. & D. as is.

J. S. OSMON
Terre Haute, Ind. *Best Cleaners*

To the Editor:

I have much pleasure in forwarding the balance of subscription for the '53-'54 magazines. Your issues usually take about a month to reach me but I look forward to getting them as I gain much valuable knowledge.

On checking back through previous issues I find that I have missed August, September, October and December 1953 publications. I have been receiving your magazines regularly since 1947 and if possible would like to get these issues to keep the sets complete.

RONALD M. HINES
Moss Vale Dry Cleaners
Moss Vale, N.S.W., Australia

Report From Dr. Mack

To the Editor:

I have transferred our subscription to THE NATIONAL CLEANER & DYER to the College Library at the Texas State College for Women, Denton, Texas. This was done in order that the students might have better access to the publication.

Please be assured that I would never be without access to THE NATIONAL CLEANER & DYER. We have a very strong research program in progress here in the field of detergency under the immediate direction of Dr. Joseph C. Sherrill, and we also have technical charge of a laundry and drycleaning plant which does work for students, dormitories, and faculty. We really

are in the laundry and drycleaning business right now.

PAULINE BEERY MACK
Dean, College of Household
Arts and Sciences
Texas State College for Women
Denton, Texas

Welcome to Cowie

To the Editor:

We're "pleased as punch," too, that you have added Bob Cowie to your staff. We admired the work that he did at the NID very much. His practical and unbiased approach to the management problems of the drycleaner are needed. We congratulate you on bringing him back to the industry.

J. M. CHISHOLM
Assistant Sales Manager,
Sanitone Division
Emery Industries, Inc.
Cincinnati, Ohio

Old Subscriber, New Plant

To the Editor:

Please change my subscription address from Warsaw, Ky., to this address. Also please let me know when it expires. Due to the ad in the NATIONAL my wife and I were fortunate enough to lease with option to buy this plant from Mr. and Mrs. George Newell. We will operate under the same firm name.

I have been in the cleaning business for 26 years as manager of several large plants and owner and operator of the Penny Cleaners in Newport and Covington, Ky., for five years. Haven't missed but few issues of NATIONAL since 1927.

JAMES S. MCARDLE
Sharon, Pa. *Newell Cleaners*

Picture Puzzle

To the Editor:

Today while studying the cover on your January issue I counted the workers in the picture. As they are difficult to spot I asked one of the girls to pick out the six people in the picture. She promptly picked out one that I missed and so that made seven. Then I asked my brother to pick out the seven workers and he also found a new one—making eight. This went

on all day with others making a guess and it was surprising the way everyone missed one here or there. Eight applies to the finishing room only as there appears to be a ninth person in the cleaning room but cannot be sure of him.

Just wanted to thank you for the picture puzzle. Try it.

BOB BORGMAN
Model Laundry & Dry Cleaners
Holland, Michigan

Red-Face Department

To the Editor:

In your December '53 issue (under "Gadgets and Gimmicks") Vogue Cleaners, Oklahoma City, have a neat gadget in their sliderail but they'll have a helluva time with it (according to the picture).

Oregon, Ill. JENKIN CLEANERS

To the Editor:

It doesn't slide so well in this position—and they have installed the switch on the wall upside down!

C. B. KASSON
Chicago, Ill. *R. R. Street & Co., Inc.*

To the Editor:

Just at the moment I would like to be a statistic and would like to call your attention to the fact that the picture of the gadget and gimmick—Fire Door Breaks Glass—on page 30 of the December issue was upside down. Annoying, isn't it? First, how these things can happen and second, how people can see fly specks.

D. E. TUTTLE
Laundry Research Department
The Procter & Gamble Company
Cincinnati, Ohio

Appreciation Is Mutual

To the Editor:

We, the management of Keith's Cleaners, have been subscribing to THE NATIONAL CLEANER & DYER for over the past ten years and find many articles very educational in new procedures, and reminds us of things that are sometimes forgotten.

We would like as soon as possible, and if possible, a copy of "Storage for the Drycleaner."

MERVYN KEITH
Keith's Cleaners and Dyers Ltd.
Toronto, Ont., Canada



NEW TUBULAR CONSTRUCTION

Specially engineered vertical filter tubes assure largest filtering area.

NEW PORT DISPERSION

Rapid, even, continuous solvent flow results from circular channel around top with evenly spaced openings to assure uniform flow and backwash.

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Filter tubes are held securely in operation but easily removable—individually—for cleaning.

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The most amazing development in the industry—a synthetic rubber boot inflated for rapid discharge—draws off muck, easily and thoroughly.

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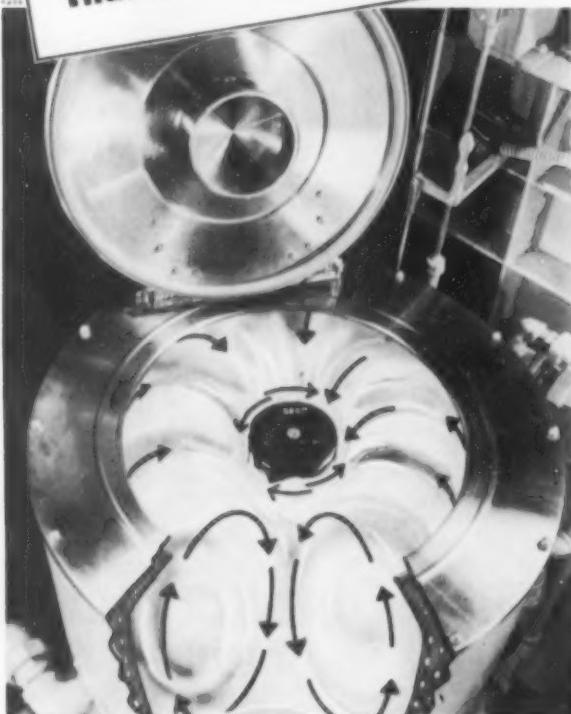
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That No One Else Can Match!
FEATURES
That Really Mean Something!



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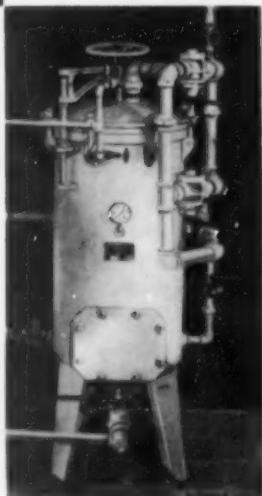
Sales and Service Offices in All Principal Cities

The famous SEC principles of synthetic dry-cleaning offer you features that really mean something . . . features that add up to profits. Get all details on SEC and compare—you'll agree that SEC gives you more. Here are two of the many SEC features that will make your pockets bulge with cash.

100% Effective Cleaning

In 1/2 The Time

With SEC's exclusive "turbulent agitation" garments are 100% immersed at all times . . . never half-in and half-out of the solvent. Clothes come cleaner and brighter in one-half the ordinary time. With SEC's overflow and drain system, the clean solvent flows in at the bottom of the tub and the dirty solvent flows out at the top . . . thus cleaning more thoroughly and minimizing redeposition. And with SEC you wash and extract in the same basket. There is no weighing of loads. And, its 900 rpm extraction rate is just one more reason why SEC cleans faster.



Finest Filtration System In The World

SEC's filtration is efficiently handled by the work-saving SEC-Olson Filter, a tubular type with a 3,000 gallon capacity. Cleaning is simple, easy and fast. Requires no lengthy shutdowns, no scraping, and no hard work. Just set the controls and the work is done automatically.

HERE'S THE SUPER STAR

POTENT... POWERFUL... DETERGENT

in the
CLEANING WORLD'S
FIRMAMENT...

CHARGE IT

with CHLOROPHYLL

REDUCED
LINTING

FASTER
ACTION

BUILDS
NO FILTER
PRESSURE

HIGHER
SOIL
REMOVAL

ODORLESS
PER.
FORMANCE

NO
DISTILLATION
TROUBLES

nu-PRO

...the

SUPER-CHARGE

for CHARGE SYSTEMS

that MEANS NEW

CLEANING EFFICIENCY

with

ECONOMY

TRY IT... FOR TOP RESULTS and SEE!

nu-PRO mfg. co.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...
OR WRITE US DIRECT FOR TRIAL ORDER

RELIABLE

SINCE 1915

3 WAYS to PROFITS

from FUR STORAGE, CLEANING and ELECTRIFYING

Since 1915, **RELIABLE** has specialized in the manufacture of high quality equipment designed to produce income for Dry Cleaning and Laundry Plants handling fur garments. High profits are realized, because with **RELIABLE** equipment no additional labor is required, as cleaning and storage are done in the normally slow summer season.

Shown here are a representative group of **RELIABLE** products which repay their total cost to YOU within ONE YEAR.

(1) **FUR STORAGE:** A Fur Storage Vault planned, manufactured, and installed by **RELIABLE** is a continuous source of profit to those who have it. (This door is open to you.) Fill out the coupon; a **RELIABLE** engineer will expertly advise you on your Fur Storage Vault requirements at **NO COST OR OBLIGATION TO YOU**.

(2) **FUR CLEANING:** One of our "Deluxe" Trio of **WOOD-LINED** Fur Cleaning Drums are necessary to have an efficient, profitable fur cleaning dept. These drums have been acclaimed as the finest for over a quarter-century.

Model No.	Coat Capacity	Price
Deluxe #1	12 per hour	\$795.00
Deluxe #2	8 per hour	665.00
Deluxe #3	4 per hour	495.00

All prices are FOB, Brooklyn, N. Y.

(3) **FUR ELECTRIFYING, GLAZING & REJUVENATING EQUIPMENT:** A complete line of 3 models for mass-production electrifying of all types of furs. A complete job takes only 6 to 10 minutes, and no specially skilled workmen or tedious hand labor is required. Model 25—\$1495.00 AC will pay for itself in less than 1 season.

For those plants cleaning less than 300 Garments per season, our Portable **LUSTERETTE** is a natural for electrifying and rejuvenating fur garments. Price only \$197.50.

We have on file hundreds of case histories which prove that **RELIABLE** equipment puts you on the road to substantial profits from fur cleaning, storage, and electrifying. GET STARTED NOW TO GET YOUR SHARE OF THE PROFITS—Fill out and mail this coupon today.

MAIL THIS COUPON NOW

RELIABLE MACHINE WORKS, Inc., 231 Eagle Street, Brooklyn 22, N. Y.

() I am interested in Fur Storage () Fur Cleaning () Fur Electrifying

() Please send your representative to see me on _____

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

RELIABLE
RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 22, N. Y.

EVergreen 9-6260

"Our wet and dry spotting is more effective . . .



thanks to
BUCKEYE
PAINT
OIL & GREASE
REMOVER"

the all-purpose spotter that's super-safe on all fabrics and colors

Buckeye Paint, Oil and Grease Remover, the *original neutral* wet and dry spotter, is a *must* in the country's leading cleaning and laundry plants! Extremely successful for pre-spotting or hand brushing, this top quality product is often referred to as "America's most effective all-purpose wet or dry spotter."

For Further Information
Contact Your Jobber Today!



- **SAFE** on all types of silks, delicate synthetics and sturdy fabrics with colors that are dye-fast to solvent or water!
- **EFFECTIVE** all-purpose wet or dry spotter!
- **EFFICIENTLY** removes grease, oil, rouge, lipstick, paint, food spots, varnish and hundreds of other hard-to-remove stains!

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**
SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

SIGNS of the TIMES

Public Service: A "March of Neckties" was scheduled for January 18 to 23 by Oregon Cleaners, Bend, Ore. The firm announced that for that week, money received for cleaning neckties would be donated to the March of Dimes fund.

Max Jacobs, president of the Cleaners & Dyers Board of Trade, has accepted the chairmanship for solicitation of New York City's drycleaners for the 1954 Red Cross campaign for members and funds. It has also been announced that Philip Band, president of Elite Laundry, Inc., is the chairman of Laundry and Linen Division of the campaign. In messages to their respective industries, Mr. Jacobs and Mr. Band stressed that the Red Cross "is not just a philanthropic organization—it is the voluntary banding together of the American people to help one another." They added that the organization's responsibilities have not been lessened by the Korean truce.

Excellent response to a drive for toys was reported by Edwin O. Meyer, owner of Pat's Cleaners, Inc., New Ulm, Minn. As sponsor of the drive, Mr. Meyer cleaned and sterilized the toys, which were sent to three local institutions.

#

Zoning Bylaw Upheld: A Toronto zoning bylaw that has been in preparation for 15 years has been approved by the Ontario Municipal Board. Amended, the law permits operation of "drycleaning shops" in C.1 commercial areas, including business streets within the city of Toronto.

To gain this right, the Ontario Dry Cleaners Institute stated to the Board that because of the advent of new non-flammable solvents for drycleaning and of new compact machines, there was need for a type of establishment to be known as a "drycleaning shop," which could be situated in the business zone.

The Board agreed, inserting the following definition in the bylaw:

"Drycleaning shop means a building where the business of drycleaning and pressing articles or goods of fabrics is carried on on the ground floor by means of drycleaning machines or units and incidental equipment (1) in which only non-flammable solvents are or can be used; (2) which permit no odor or fumes, noise or vibration,

causing nuisance or inconvenience within or without the premises, and where in connection with the business only neighboring retail service is provided by the proprietor."

#

Fabric Standards: A forward step in standards setting was taken on January 15 when technical experts from the textile industry voted to develop minimum standards and specifications to cover all textiles fabrics used in wearing apparel and household furnishings. The decision was made at a general industry conference held at the offices of the American Standards Association.

The National Retail Dry Goods Association, representing some 8,000 department stores, was chosen to provide administrative leadership of the project as sponsor. The conference voted to base the project on L22, American Standard Minimum Requirements for Rayon and Acetate Fabrics, published last April.

#

Safety Book: "Showmanship in Safety," a new publication of the National Safety Council, contains more than 150 ideas for displays, demonstrations, stunts, awards and other devices that help sell safety to workers.

The book tells how to add sparkle to safety meetings, how to sell employees on wearing protective equipment, and gives other aids to the safety man in putting across his program. "Showmanship in Safety" is illustrated with cartoons and bound in a two-color heavy paper cover. The book sells for \$1.25 to Council members and \$2.50 to nonmembers.

Further information and quantity prices are available from National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#

Small Business Aids: Published by the Small Business Administration, Washington 25, D. C., No. 39 and No. 41 of the Management Aids for Small Business series of bulletins are now available. "How To Choose Your Banker Wisely" is the subject of No. 39. This bulletin emphasizes the following points as important when a businessman chooses his bank: pro-

gressive bank management; banker's approach to the individual's problems; kind of credit available; size of the bank, and bank's management policies.

"How the U. S. Employment Service Helps Small Businesses" is discussed in Bulletin No. 41. Types of services available, aid by state employment offices, recruitment of workers, selecting qualified workers and job-information materials are dealt with.

Technical Aids for Small Business Bulletin No. 30 gives information on "Fire Protection in Small Business." This booklet gives tips on what the plant manager, the department head and the individual workers can do to protect a plant against fire.

#

Cleaning Plant Not "Industry": The Township Committee of Livingston, New Jersey, has approved a proposed drycleaning plant which had been protested by neighboring residents. The basis of the approval was an opinion by the township attorney, who cited provisions of a local ordinance defining business establishments for zoning purposes as those with 10 or fewer employees.

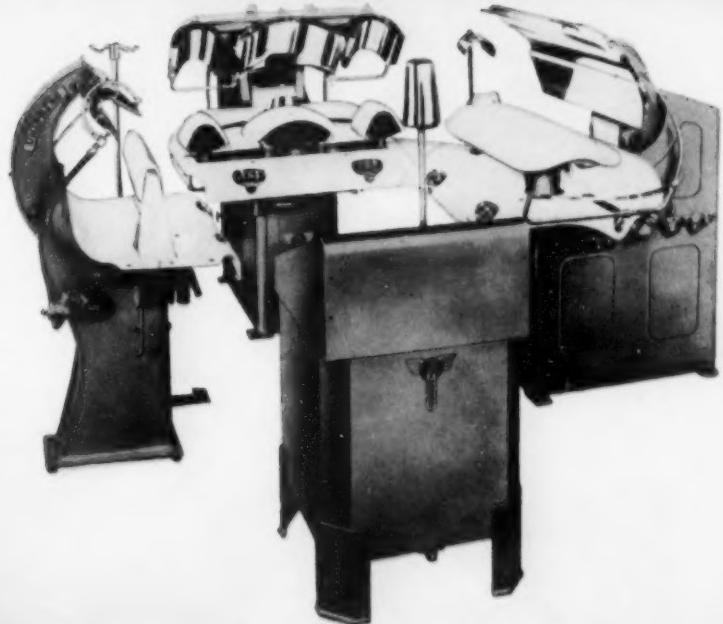
#

Proposed Zone Change: A change has been proposed in the 1949 zoning code covering the Washington, D. C., area extending into Prince Georges County, Md. This change would permit small single synthetic units; the basic limitation is a 30 hp. boiler of the steam generator type, instead of the one-pressing-machine tailor, pressing and cleaning shop allowed under the 1949 code. Two hearings are scheduled prior to a formal vote on this proposed change in the ordinance.

#

Consumer-Education Film: The California State Fire Marshal, working with the State Board of Dry Cleaners, is planning a film on the hazards of drycleaning in the home. The state has provided \$25,000 for the project, which will inform the public of the dangers of using solvents, both synthetic and petroleum, according to a recent announcement by the California Drycleaners Association.

**"SURE
, RELAX"**



... my girls love Unipress balanced press operation"

Distinguished for the "hand-ironed" finish that sells housewives

UNIPRESS

2-Girl 3 Press Shirt Finishing Unit

We pamper our shirt customers with quality and service. Our popular Unipress 2-Girl 3 Press Shirt Finishing Unit delivers the satin-smooth quality finish we demand and actually lessens operator fatigue.

Our production is up yet the 3 "Glide-Liner" presses instead of 4 ordinary presses lowered our investment. For higher production, lower cost with quality finishing see the Unipress 2-Girl 3 Press Unit.

Write today for complete information on the Unipress 2-Girl 3 Press Shirt Unit.

FINER FINISHING FASTER WITH

UNIPRESS

UNIPRESS 2-GIRL 3 PRESS SHIRT FINISHING UNIT
2800 LYNDALE AVE. S., MINNEAPOLIS, MINN.

THE UNIPRESS COMPANY
2800 Lyndale Avenue, S., Minneapolis, Minnesota

Please send us your free catalog describing the Unipress 2-Girl 3 Press Shirt Unit.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

NCD-3

Chemicals you live by



This was the "pitch" for removing grease and paint spots . . .

It was a ball, all right, but made as no other ball you ever saw. You took 30 parts of fuller's earth; one part French chalk; 20 parts of yellow soap and 15 parts of pearlash. Then you took some pure turpentine and made a paste out of the mess. You formed it and cut it into cakes (only you called them balls, of course). And away you went to remove grease and paint spots from cloth, with no end of rubbing and working. Oddly enough, it did the job!

What a "curve" for a little grease and paint! It's so simple now. As you may already know, your DIAMOND Alkali Distributor has the answer in solvents that make this chore routine, and fast at that. You know them . . .



**DIAMOND PERCHLORETHYLENE
and CARBON TET**

DIAMOND ALKALI COMPANY . . . CLEVELAND 14, OHIO

GROSS-EX

Stole the Show!



ACCLAIMED AS AMERICA'S FINEST WASHER-EXTRACTOR

Even the most casual inspection of the GROSS-EX Combination Washer-Extractor proclaims its superior engineering and construction. No wonder it was the hit of the show because it's the machine that means the end of carrying wet garments between washer and extractor. That means substantial savings in labor, time and solvent.

The GROSS-EX is available in manual, semi-automatic and fully automatic in 70 lb., 100 lb., 200 lb. and 300 lb. capacities.

Write today for Bulletin!

GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.





**you can save \$2.50 on
your copy of
if you
act at once!**

regularly \$7 50

FOR A LIMITED TIME—BARGAIN PRICE—ONLY \$5.00

for the most complete textbook on
the maintenance of fur garments
Repairing—Remodeling—Cleaning

THE FUR BOOK

BY DAVID G. KAPLAN

THE NATIONAL CLEANER & DYER

304 East 45th Street, New York 17, N. Y.

check money order

Please send me THE FUR BOOK at Special Spring Price of Only
\$5.00

Name _____

Firm _____

Address _____

City _____

State _____

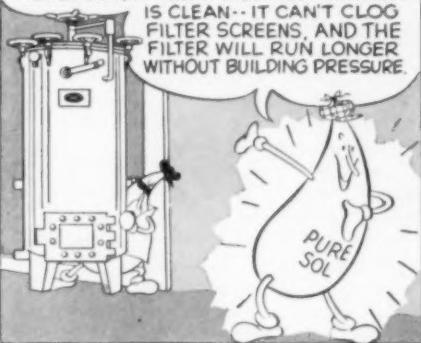
Get full profit from your storage vault...by servicing your customers' stored fur garments. THE FUR BOOK tells you how—in clear, detailed instructions by a practical teacher-furrier.

**Send this
money-saving coupon—
TODAY**

Distilled Solvent

**SAVES YOU LABOR
AND THE COST OF
SWEETENER POWDER!**

HERE'S HOW IT HELPS. DISTILLED SOLVENT IS CLEAN--IT CAN'T CLOG FILTER SCREENS, AND THE FILTER WILL RUN LONGER WITHOUT BUILDING PRESSURE.



THEN I WON'T HAVE TO CLEAN FILTER SCREENS SO OFTEN. I'LL USE LESS SWEETENER POWDER, TOO.



WITH DISTILLATION YOU USUALLY NEED TO SCRAPE THE SCREENS AND PRE-COAT ONLY ONCE A WEEK.

YOU WON'T NEED SWEETENER POWDER AT ALL--JUST ORDINARY FILTER POWDER.

THERE, YOU SEE--I TOLD YOU THAT OTHER POWDER WOULD BE ALL RIGHT AND IT COSTS ABOUT \$5 A HUNDRED LESS THAN THE ONE WE'VE BEEN USING.

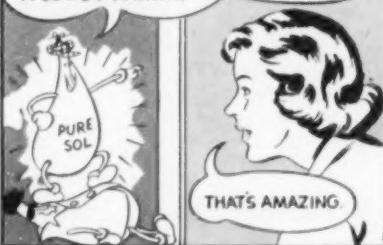


USING DISTILLED SOLVENT AND ANY OF THE SEVERAL LOW COST, REGULAR FILTER POWDERS WILL HELP YOUR FILTER DO A BETTER JOB.

WELL SAVE MONEY, TOO, BECAUSE WE DON'T NEED THAT EXPENSIVE SWEETENER POWDER.



AND BECAUSE YOU PRE-COAT ONLY ONCE A WEEK INSTEAD OF EVERY DAY, YOUR FILTER POWDER SAVINGS REALLY ADD UP. EVERY WEEK, THE AMOUNT OF POWDER YOU'LL SAVE ON A 5000 GPH FILTER EQUALS THE AMOUNT YOU NEED TO RUN 24 LOADS IN A 36 X 54 WASHER.



1. Cheaper . . . It costs only $\frac{1}{10}$ of a cent a gallon to distill solvent with your BUTLER Pure-Flo Still!

2. Easier . . . Automatic controls do the distilling job for you . . . automatic temperature, heat and solvent feed controls!

3. Faster . . . You can use any soap or soap formula . . . do more cleaning in the washer . . . get more out of all equipment--faster!

Don't let dirty solvent rob you of profits. Save labor and costs with BUTLER Pure-Flo distillation! Write today to have a BUTLER representative test your solvent *right in your own plant*.

See your Butler sales representative, or write:



Manufacturers of Oil Equipment
Steel Buildings • Farm Equipment
Cleaners Equipment • Special Products

Factories located at Kansas City, Mo.
Galesburg, Ill. • Richmond, Calif.
Birmingham, Ala. • Minneapolis, Minn.

BUTLER MANUFACTURING COMPANY

7452 E. 13th Street, Kansas City 26, Missouri

No matter what cleaning equipment you need—
CALL BUTLER FIRST!

50 gph
Butler
Still



BUSINESS BUILDERS

Sweet Promotion



"Won't you have a kiss?" is the greeting counter girls at Ross Cleaners, Columbus, Ohio, have been giving customers. Each customer is offered a candy kiss, and if he finds a slip of paper marked "Free" inside the wrapper, he's entitled to have his cleaning done on the house.

Charles Ross, who devised this "ice-breaker," put the candy on the counters of his seven stores as a sort of "thank you" to his customers.

"Now it's got to be a kind of game," the owner reports, "with the store managers trying to see how many free cleanings they can give away in one day. In fact, we are posting the names of the winners on a sign in each store, and I'm told that people are looking it over to see if their neighbors won."

Lecture Pays Dividends

Ray Showell, owner of Westminster Cleaners and Society Cleaners, Salt Lake City, Utah, has been giving NID-prepared color-slide lectures to home economics classes at the University of Utah. Mr. Showell shows the students samples of unserviceable fabrics, leaves a few samples of a dozen of the worst offenders for later classroom discussion, and at the end of the lecture he furnishes transportation to take the students to one of Salt Lake City's outstanding drycleaning plants.

The only time in the promotion where Mr. Showell's plants get any publicity is when he distributes, at

the end of the lecture, "ABC's of Dry Cleaning," a folder imprinted with the firm's name.

Response to the lectures has been good, Mr. Showell reports. He has received requests from other sources for him to speak, and a number of people have come to the plant, either with fabric samples or with a garment, to find if they are serviceable.

Spotting a Promotion



When *Readers Digest* featured that article on home drycleaning, Harry Becker of Carson City, Nevada, decided that it was time for his estab-

lishment, Superior Cleaners, to turn the tables and convert the publicity to favorable use.

Mr. Becker framed a sign asking customers to identify spots and stains and hung it over the counter. Pointing to it is a cardboard arrow printed with "For Your Protection," which he hung from the ceiling. Finally he made up a rubber stamp showing a spot similar to the one in the poster.

To each of his regular customers Mr. Becker mailed a card with the spot stamped in one corner and with the following message:

"Be careful in doing home spotting. Many simple stains, if not properly handled, will become set stains which cannot be removed. If you are going to do home spotting, bring the garment to us and let us advise you. There will be no charge and we will be glad to help you. Remember, the proper care of your fine clothes is our pledged obligation. . . . Your Superior Cleaners since 1933."

Although there was little comment from his customers on home spotting, the campaign did serve to make Superior's customers more spot conscious. Mr. Becker reports that now "they tell us immediately what caused the stain. This fact is always noted on the ticket and we make quite a procedure of always thanking them for the information."

Working Model Press Gets Play



CUSTOMERS' KIDS who come into Shouse Cleaners store in Fresno, California, enjoy playing with the small-scale model of a press that is used as a counter display. Complete with press cover, the model goes into action when someone presses the proper foot levers. Shown in the photo above are, left to right: Claude Shouse, owner; Mrs. Shouse, and nephew "Bud" Shouse, builder of the press.



PHOENIX SWEATER BANDS
— hold Sweaters firmly in place.
Attractively printed if desired.

YOU, TOO, CAN GET RESULTS LIKE THESE REPORTED BY LEADING PLANT OWNERS . . .

"Increased Sweater Business
107% In Seven Months"—

LaSalle Garment Cleaners
Flint, Mich.

"Doubled Our Sweater Volume In
Two Years—Ended Complaints"—

Pilgrim Ldry. & D. C. Co.
Huntington, W. Va.

"40% Increase In This Profitable Line"—

Sanders Cleaners
Louisville, Ky.

"Increased Sweater Volume 25%"—

Adrian Dry Cleaners, Inc.
Detroit, Mich.

Slip customers' beautifully reblocked sweaters inside a sparkling clear Phoenix Cellophane Sweater Bag, after wrapping in a "Self-Stick" Band for firm folding. Roomy gusset style bag keeps garment in perfect shape—prevents stretching. Colorfully smart ad imprint on bag front impels repeat sales!

At Prices Like These, You Can't Buy Finer Packaging

SWEATER BAGS:

Printed As Illustrated—3 Colors			
1M \$28.86	2½ M \$27.83M	5M \$26.80M	10M \$26.28M

SWEATER BANDS:

Printed with 2-Color Stock Copy			
1M \$4.94	2½ M \$4.70M	5M \$4.59M	10M \$4.47M
1M \$3.63	2½ M \$3.35M	5M \$3.06M	10M \$2.98M

Shipment C.O.D., F.O.B. Milwaukee

PHOENIX

Phoenix Products Co.—Milwaukee 16, Wis.

DOUBLE YOUR Volume in Profitable SWEATER CLEANING WITH PHOENIX Sweater Bags Of Glistening Cellophane



★ **BEAUTIFUL** Packaging—plus inexpensive practical protection . . .

★ **HEAT SEALS**—to protect garment from moths, soil, dust . . .

★ **CONTENTS VISIBLE** through clear Cellophane Bag—no need to open to make garment selection . . .

★ **SAFE, CONVENIENT STORAGE** for customers' sweaters until used . . .

★ **BAG SEALS OVER HANGER BAR** for convenient truck delivery.

MAIL THIS COUPON

For fast service in shipping your mail order
for Phoenix Sweater Bags and Bands!

Phoenix Products Co., Dept. NCD,
Milwaukee 16, Wis.

Ship C.O.D., F.O.B. Milwaukee, the following:

Phoenix Sweater Bags

Cellophane, 3-Color Printed

Phoenix Sweater Bands

() Plain () Printed

Name _____

City _____ Zn. _____ State _____

NAME _____

Address _____



- No Rinse
- No Shrinkage
- No Wrinkles
- No Pressure
- No Still Trouble
- No Color Transfer
- No Costly Equipment

SUPER SOLTEX

for the **STRONG SOAP or CHARGED SYSTEM**
with Petroleum or Synthetic Solvent

SUPER SOLTEX is light in color, barely tints solvent. Just a look tells you when the solvent has picked up dye or other impurities and it is necessary to distill or treat the solvent with Darco, Magnesol, DC-Filtrol or other purifying powder.

- SUPER SOLTEX works with petroleum or synthetic solvent (chlorinated).
- SUPER SOLTEX works with any filter powder.
- SUPER SOLTEX does not affect filter pressure.
- SUPER SOLTEX is non-rancid and cannot leave an objectionable odor.
- SUPER SOLTEX gives brighter colors and whiter whites.
- SUPER SOLTEX eliminates wetcleaning of pants, jackets, drapes and seat covers.
- SUPER SOLTEX makes a low cost prespotter.
- SUPER SOLTEX makes a "B. O." remover.
- SUPER SOLTEX makes a blood remover.
- SUPER SOLTEX corrects water and steam hardened furs, if not burned.
- SUPER SOLTEX does an extraordinary job on leathers.



Write for the
SUPER SOLTEX
FOLDER

Which Gives Complete
Uses and Instructions



RIVERSIDE

RIVERSIDE MANUFACTURING CO.

4919-27 CONNECTICUT ST., ST. LOUIS 9, MO.

Patent
Applied For

CISSELL
PERFECTED
THIS NEW
VALVE

and the result is
amazing!

... make way for a new
thrill in ironing ease ...

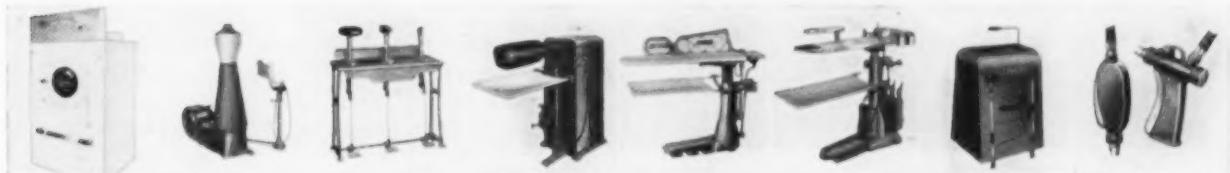
**CISSELL LOW-BOY
STEAM-ELECTRIC IRON**

with electric thumb control



No steam assembly is better than its valve. Now, the low assembly is perfected, as Cissell engineers have applied their famous "valve construction know-how". Here's another exclusive for Cissell in valve design. It's simple ... it's packless ... it's modern invention. Steam-Heated Chamber built into valve converts water of condensation into steam ... keeps upright hose clear of water ... provides dry steam. Thus, water is converted into steam IN THE VALVE before it reaches iron. This is what it takes to give you steam-iron operation at its best.

CISSELL



The Cissell Low-Boy Steam-Electric Iron with Electric Thumb Control, \$82. The Cissell Low-Boy Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun, \$99. F.O.B. Louisville, Ky. (add \$15 for D. C.)

Consult Your Jobber

W. M. CISSELL MFG. CO., INC.—LOUISVILLE, KY.

Foreign Distributors Write Export Dept. — Cable Code: CISSELL
Pacific Coast Office: 4823 W. Jefferson St., Los Angeles

Hey Mister, This Reclaimer is Really BUILT!!

90% TO 96% RECLAMATION!
Look at some of the features
that make this possible

Large capacity. Big basket provides ample tumbling action. Prevents uneven drying and excessive wrinkles. Saves pressing time. No more streaks and swirls requiring re-runs.

Heavy, rugged construction. Correct design. Heating coil on TOP, condenser coil on BOTTOM—the logical way! Cast aluminum door won't warp and it's BIG—quick to load and unload. Two motors—permit exhausting while loading and unloading. No noisy chain drive.

Solvo-Misers are built for long life and trouble-free operation. (Guaranteed, of course, for a full year!) Just look at the stainless steel condensing box—heavy duty gear reducer—motors protected against overload.

On the QT, Big Boy, I've seen these Solvo-Misers used with all types of cleaning machines . . . two-timing, eh?

This firm "sticks to its knitting"—specializing in Drying Reclaimers: its Solvo-Misers are tops in performance and, of course, lowest in price!

MODEL A — Cap. 20 lbs.	\$1095.00
MODEL B — Cap. 30 lbs.	1195.00
MODEL C — Cap. 40 to 50 lbs.	1295.00
MODEL D — Cap. 75 lbs.	1895.00

HOYT MANUFACTURING CORP., WESTPORT, MASS.

TRIPLE ECONOMY

It's the biggest truck news of '54

Handsome new 8-ft. Panel and Deluxe Panel (shown) has big 155.8 cu. ft. capacity. Choose new 115-h.p. Cost Clipper Six or all-new 130-h.p. Power King V-8!



1. NEW LOW-FRICTION ENGINES offer power increases up to 23% with *gas-saving economy!* One reason: modern Deep-Block, short-stroke design cuts internal friction up to 33%!

2. NEW EASIER CONTROLS cut time-wasting fatigue. Big, one-piece curved windshield, deep side windows. New, long-lasting woven plastic seat upholstery.

3. BIG CAPACITIES! Ford's 221 new models offer low curb weights, top payloads! New Ford-built 6-Wheelers, up to 40,000 lbs. GVW! Two new Cab Forwards!

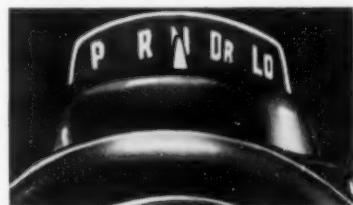
Ford advances further with big new savings in all 3 vital truck areas! There's more gas-saving power! Still better drivers' working facilities! Big capacities, too!

New Ford Trucks for '54 offer the mightiest concentration of power per cubic inch ever built into *any* truck engine line! And, smaller-displacement engines like Ford's five new truck powerplants normally need *less* gas! That's only *one* big factor behind Ford Truck *Triple Economy* for 1954. For more information, write: Ford Division, Ford Motor Co., Dept. T-30, Box 658, Dearborn, Michigan—or call on your Ford Dealer, today!



5 great truck engines: 115-h.p. Cost Clipper Six, 130- and 138-h.p. Power King V-8's, 152- and 170-h.p. Cargo King V-8's!

*Available at worthwhile extra cost.



New Fordomatic Drive saves driver time and energy. Fully automatic—no clutching, no shifting! Available in all Ford light-duty models for '54.*



New Vacuum Boosted Power Brakes now available on half-tonners make stopping up to 25% easier.* The foot pressure needed to stop truck won't break an ordinary light bulb.

FORD TRUCKS

TRIPLE ECONOMY

MORE TRUCK FOR YOUR MONEY

GADGETS and GIMMICKS

Job Instructions Posted Plainly



STEAM + AIR FINISH LAUNDRY WITH COATS

1. Remove coat from rail
Step to above steamer
Steam and air-dry sleeves
2. Remove previous coat from steamer and lay on utility press table
3. Position coat on steamer
Adjust and clamp in position
Turn on steam and adjust
Turn on steam and turn on air to dry coat
4. Turn on utility crease and iron up coat when necessary. (Use approx. 1 1/2 lbs per coat to flatten)
5. Use hand iron and iron out wrinkles and seams when necessary to give quality finish
6. Use puff iron when necessary to give quality finish
7. Get laundry from rail
Position coat on hanger
Inspect and hang on finished rail for inspection

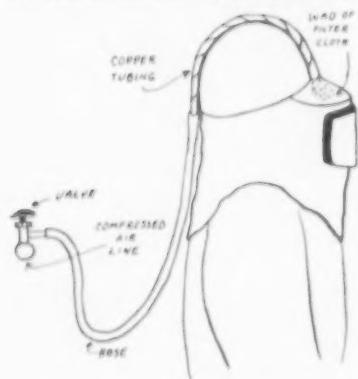
Written job instructions are important at Eagle Dye Works, Hartford, Connecticut. As used in this plant their function is not so much actual training as to remind operators of what management expects. The typewritten instructions are framed and conspicuously hung at each work station (see arrows in picture at left).

Myer Ellovich, the general man-

ager, spends a lot of time in the plant. When he sees that an operator is not handling a garment correctly, he takes her aside and asks her to read the instructions again. Her violation of the written instructions is usually easy for her to spot.

Because the instructions are plainly posted, operators have no excuse for repeated carelessness.

Pressurized Spraying Hood



A firm that spray-paints its own truck bodies, as well as around the plant, found the protective hood wasn't completely protective. When the painter worked in corners, or sprayed overhead, or even when he stooped over, the paint spray bounced back. Usually it worked in under the hood curtain, to the painter's considerable discomfort.

Fastening the curtain to the man's coveralls proved awkward, since he had to remove the hood frequently.

So it was decided to provide "back-pressure" inside the hood, to force the spray away from any openings and to give the painter fresh air.

Copper tubing was shaped to fit over the top of the hood and fastened there with long stitches of heavy twine. A 10-foot length of windshield-wiper hose was inserted over the back end of the tubing and over a valved outlet in the compressed-air line.

The forward end of the tubing was pushed through the bill of the cap. It was bent out from the painter's forehead and covered with two layers of filter cloth bound with twine, to break up the force of the compressed-air stream.

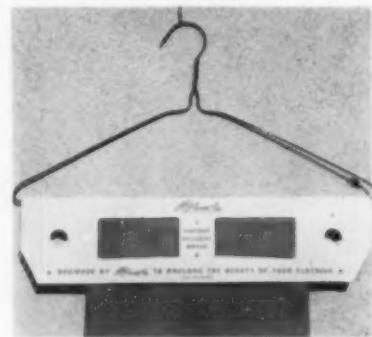
Actually the air stream is slight, since the valve is usually cracked only slightly. In very close corners the painter opens the valve as wide as necessary to keep the hood clear, closing it down again afterward.

Most close spraying is on truck-body interiors, which are done at a "painting station" in the garage, where compressed air is available. For a few tight spots around the plant, an old vacuum receiving tank has been rig-

ged up with a valve and nipple, plus an air pressure gauge. Ten pounds pressure is built up in the tank from the air line, then the tank is disengaged and wheeled on a dolly to where it is needed.

If the air is bled off gently when the tank is connected to the hood, it lasts long enough to give protection on two or three small jobs.

Trouser Hanger



Here's the way one cleaner eliminates hanger wrinkles in trousers. Instead of draping finished trousers over wire hangers in the conventional way, Bob Shoemaker, H. J. Cook Company, Los Angeles, devised a thin cardboard holder that is folded over the hanger and catches the trousers under the cuffs so they hang at full length. This device comes from the manufacturer already punched and printed with the drycleaner's name and a public relations message.

Although it takes about nine seconds to hang trousers on the special cardboard hanger—longer than just folding them over a wire hanger—Mr. Shoemaker reports that there is actually a saving in over-all time at the plant. Trousers don't fall off the hanger. And the routemen can handle the garments quicker and more easily this way.

As for the customers, they like the ease of carrying the trousers when they are hung securely in this fashion. The garments take up less room in crowded closets, and can be moved back and forth in the closets without falling to the floor. Best of all, the trousers keep their press much longer.

This Cleaner stopped Nursing ... when he selected

Columbia

It never failed.

During the peak season, his old equipment would suddenly tire, strain and shudder and stop. Mr. Jones would proclaim a state of emergency and yell for help.

The repair sometimes took a jiffy, sometimes it took days...either way it took the heart out of the profits and Mr. Jones.

Out went the spare tools, the emergency crews when Mr. Jones put in his new Columbia "One-Hundred" automatic Perchlorethylene Unit because it had over 25 years of solid engineering know-how behind it and was built to work with heavy loads.

What's more...he saved money in labor and supplies because this is one unit that believes in more take-home pay for the Cleaner!

Don't risk your nerves...See Columbia first!

- Fully automatic. Load, start it...it cleans, rinses, extracts.
- Beautifully cleans 120 lbs. per hour. Soft, wrinkle-free cleaning makes finishing easier.
- Solvent Saver...recovers up to 98% after extraction from garments.
- 36" x 24" reserve load cylinder with automatic cylinder and water cuff-off.
- Patented atmospheric still with 90 gallons storage capacity.
- 2100 gallon Hopkins filter.
- Washes, drains, extracts, traps buttons and removes lint automatically.
- Automatic charge system available.

FULLY GUARANTEED—GOLD ON TERMS TO FIT YOUR POCKETBOOK!



COLUMBIA APPLIANCE CORP.
47-47 35th Street, Long Island City 1, N. Y.

Send full information on the Columbia "One Hundred". Also send literature on the new Columbia Solvent-Saver tumbler.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Columbia

APPLIANCE CORPORATION

47-47 35th STREET • LONG ISLAND CITY 1, N. Y.

The protective finish

**FOR
ALL
FABRICS**



A WATER REPELLENT • FABRIC RE-TEXTURER

Your dollar volume can be greatly increased without additional labor or finishing costs! Yes, Buckeye Liquid Re-Vi *revitalizes* fabrics, helps them to last longer and hold a press better! Your customers will be pleased with Re-Vi treated garments because they resist soil, moisture and perspiration stains! Use Buckeye Liquid Re-Vi and you'll increase your volume!

**Order Buckeye Liquid Re-Vi
From Your Jobber**

**FABRICS
RESIST
MOISTURE!**

**REVITALIZES
FABRICS
FOR
LONGER WEAR!**

**PROTECTS
FINISH
AGAINST
SOIL!**

**IDEAL FOR ALL
FABRICS:**

- FORMALS
- SLIP COVERS
- NECKTIES
- SNOW SUITS
- DRAPERY
- COATS



**THE DAVIES-YOUNG
SOAP COMPANY
BOX 995 DAYTON 1, OHIO**

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

NOW get 10 to 20% faster
pressing speed—



New
BUTLER
AIR
PRESS

You get all these features

- Table-Level Head-Pressure Bar
- Seven Ball Bearings For Smooth, Easy Operation
- Vacuum Head Release For Quick Drying
- Westinghouse-Bendix Air Cylinder
- Adjustable Air Regulators For Controlling Head Speed
- Hardwood Table With Curved Backboard

Here is the presser's dream—the lightning-fast New Butler Quik-Steam Air Press.

Now your pressers can easily increase their production 10 to 20% and keep up a consistent pace all day without showing fatigue. Because air does the work.

Never before so many features combined in one press—convenient head pressure bar at table level...quick-drying vacuum release...toggle linkage that rolls on ball bearings for smoother head action...adjustable head speeds...simplified air piping circuit...one air cylinder...removable panels for easy access to work-

ing parts...no complicated oil cylinders...no high-pressure oil leaks.

The New Butler Quik-Steam Air Press was put through grueling tests and it stood up under two million pull-downs...with only normal wear, equivalent to five years of regular operation. This is the press with the speedy answer to faster, bigger production for you. Get the complete story on how it can streamline your operation, build bigger profits. Call your **Butler salesman** and ask him for full details on the "world's fastest press." Or write direct to Butler for complete information.

No Matter What Cleaning Equipment You Need—**CALL BUTLER FIRST**



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Cleaners Equipment • Special Products
Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Minneapolis, Minn.



**my adjusta-form
Reduces Finishing Costs
with production**

- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

See your jobber for a convincing demonstration.

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

ABOVE NORTH SENECA

WICHITA, KANSAS

Eaton's

"CHARGE"

CLEANING SYSTEM
FORMULATION NO. 14174

Eaton's Formulation No. 14174 "CHARGE SYSTEM" operates at 1%. It does not require additional rinsing equipment or gadgets to control, or indicate, moisture in the process.

Using Formulation No. 14174 according to our very simple directions, your cleaning results will be comparable to any in the industry.

In addition to these advantages, our "CHARGE SYSTEM" offers you a bonus by enabling you to include SIZIN—our water-soluble, synthetic-resin sizing—in the cleaning cycle, which facilitates the finishing of all materials.

Why Experiment—Use Eaton Products

Distributors Everywhere



EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto
Tessier Bros., Exclusive Western Canadian Distributors: Vancouver, Calgary, Edmonton, Winnipeg.

EDITORIALS

Help Wanted

This is what we hope will be a strong plea for whole-hearted industry cooperation in NID's 1953 cost survey. If your file of these annual survey reports goes back to 1950 you will note that percentages for solvent, soap and chemicals, and packaging supplies were included. Not so in 1952. Go back to 1949 and you see unit costs in dollars and cents. Not in 1952.

The reason for the omissions in 1952 is not that the Institute just didn't want to give the figures—the Institute didn't have them to give. Only 219 plants submitted figures that were usable at all, out of about 8,000 Institute members. Even these 219 were such that some breakdowns had to be eliminated.

It seems almost fantastic that so many plants apparently have little use or interest in this data. We can't understand how anyone interested in making money in the drycleaning business can ignore it.

Costs are everything in this business. Plenty of drycleaners lie awake nights worrying about their 5 or 10 percent profit and take no action on the other 95 or 90 percent of their sales dollar. It's obvious which deserves the most attention and yet the average drycleaner's cost records are laughable. How many times have we heard, "I don't need those detailed breakdowns," or "I'm a drycleaner, not an accountant."

The NID's cost reports are the only industry source of this data. Only through them can you tell how your

costs stack up with the other fellow's. Say your total expense is 90 percent and the national average in your volume category is 86.38. A study of the cost breakdowns would indicate which aspect of your operation is out of line. This is only one of many ways to put these figures to work.

We are entering a period where cost data are going to be more valuable than in any year since the war. Your costs will probably go up and your profits are likely to be lower. Drycleaners are going to need all the help they can get.

In an all-out effort to make the 1953 cost report a truly accurate reflection of the industry's financial condition, NID is sending survey forms to its 8,000 members and to 16,000 non-members as well. If you are reluctant to reveal your costs, you don't have to sign your name. All that NID wants are *accurate* figures and the state in which your plant is located. You can be completely anonymous. You don't even have to tell your dollar volume. Percentages will be enough.

Please don't procrastinate when you get your form. The deadline is March 31. Invest a few minutes of your or your accountant's time and a three-cent stamp. A good NID cost report can help you immeasurably. Cooperating non-members will, we understand, receive a copy of the published report.

Godfrey Rides Again

And this time it was right over the sensitive toes of some 31,000 drycleaners. Arthur Godfrey, whose numerous television and radio programs still enjoy a wide audience, devoted a portion of his February 11 morning show to his own experience with our industry. The timing of the program made it practically coincide with the opening of the NID convention. Naturally, there was a lot of talk about it.

As nearly as we can tell, from having talked to two people who actually heard Mr. Godfrey, his remarks came up in a conversation with "The Mariners," a singing group on his program. The gist of it was as follows: Mr. Godfrey had purchased some expensive suits which were "ruined" by careless finishing. The drycleaner had apparently beaten the life out of the garments after only a few wearings.

Mr. Godfrey checked with his tailor who also believed that cleaners are a menace to good clothing, and who went on to say that it takes at least two hours to press a suit properly.

The discussion finished up with the advice that consumers buy only cheap suits which can be discarded after a cleaning or so without too much loss.

Shortly after the program had concluded the NID sent a telegram to William Paley, head of the Columbia Broadcasting System, requesting a transcript which would show what Mr. Godfrey really said. A CBS vice-president wired back that no transcript is available, but that Godfrey was just being facetious. We

called the station, too, but didn't make out any better.

The whole business was unfortunate. The entire drycleaning industry was discredited for the incompetence of a tiny minority. A gullible public was told that good clothing is a poor investment. And Arthur dealt his own popularity another kick in the teeth.

Frank Lovejoy offered some good advice in his Saturday morning convention address. Attempting to retaliate in kind would be the worst thing the industry could do, he said. It would be far better if a representative or representatives of the NID called on Mr. Godfrey in person and explained how unfair his criticism was. Mr. Godfrey, like a great many other consumers, needs a little education in drycleaning. If he were properly approached, his next comment on our industry might make a lot more sense.

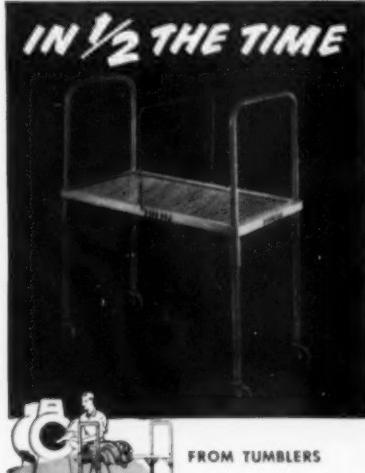
Our representatives might even want to consider this intriguing pitch. We suggest that they ask Arthur to follow through logically with his two-hour press-job idea. We know of a group of custom tailors in New York who pick up a customer's suit, send it out for cleaning and spotting, press it, and return it to the customer for eight dollars. If Arthur were to tell his audience that drycleaning is a skilled craft, that eight bucks is a reasonable charge for a good job, and that everybody should demand that kind of cleaning, the industry might be revolutionized overnight. You could all advertise an eight-dollar Arthur Godfrey Special and brace yourselves for the rush.

BISHOP'S FASTEST HANDLING METHOD

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-



IN 1/2 THE TIME

FROM TUMBLERS



Garments lie flat, easy to finish, always within reach—no stooping or bending.

ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only \$29.50 each

CUTS

COST TO COST

IN HALF!

BISHOP Self-Assembling SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...



IN 1/2 THE SPACE

Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.



assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

SPECIFICATIONS: Diameter (empty) 30"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago:

\$111.00

Invoice Clips, set of 50.....\$9.50

Makes every operation more efficient... more profitable

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer)...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-

FOR 1/2 THE COST

**50%
MORE**

orders bagged per hour, with less fatigue, in less space.



erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13½". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: \$84.75

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO.

EVANSTON, ILL.
(A SUBURB OF CHICAGO)



HE IS OUR DISTRIBUTOR

MANUFACTURERS SINCE 1893



BANQUET HEAD TABLE, left to right: Mr. and Mrs. N. J. Berg, Mr. and Mrs. Wallace Doe, Mr. and Mrs. George Rider, Mrs. and Stuart A. Smith, Mrs. and H. R. Osborn, Mrs. and T. E. Milholland, Mrs. and Willard M. Cannon, Mr. and Mrs. R. W. Staub, Walter R. Duncan

Capital Convention In Washington

Record attendance marks NID's 45th annual convention and exhibit; sessions feature sport shirts, sales and the charged system



SALES PANEL on Saturday morning



PLANT TOUR, Institute cleaning plant

IT WAS NEARLY THE BIGGEST and certainly one of the best national conventions ever. Washington, D. C., was charged with more drycleaners on February 11-14 than had ever before assembled in one place, with the exception of the Chicago convention right after the war. The sessions were jammed, the exhibit floor was packed every afternoon, the parties were livelier and (if possible) smokier, and everybody, including the taxi drivers, seemed to enjoy a profitable and pleasurable four days.

About 11,500 had registered at the National Guard Armory by four o'clock on Sunday afternoon. Banquet attendance on Saturday night hit 1,550, which filled the Statler's facilities to overflowing. The 336 exhibitors filled the Armory's 76,000 square feet to capacity.

Exhibitors, almost without exception, reported lots of traffic and lots of interest in the huge array of supplies and equipment. Order-taking was brisk.

Thursday, February 11, was devoted to registration and plant visits. Institute headquarters at nearby Silver Spring, Maryland, swarmed with visitors—1,300 of them—who inspected the plant, laboratory, and classroom facilities. Staff members were organized into relays to guide the groups around the newly modernized buildings. The day wound up with the first of the entertainment features, a get-together party and dance.

The convention sessions followed the pattern established last year at Cleveland. Movies started off each program, giving everyone a chance to get seated without disturbing the speakers. Formal sessions were confined to the mornings, with each of the three including a panel discussion. Rather than take up time with questions and answers at these sessions, group meetings were held for an hour or two in the afternoons at the Armory. At those meetings the morning speakers were questioned and anyone with comment to add could have the floor.

The Friday-morning session formally opened the convention. The opening preliminaries were dampened



Mrs. Walter R. Duncan, Mr. and Mrs. Frank A. Prather, Mr. and Mrs. F. E. Bowers, Mr. and Mrs. William G. Beckler, John E. Yorkey, Mr. and Mrs. Philip Kolb, Mr. and Mrs. George Du Nah, Peter M. Rauen, Frank Patton, Mrs. and Orval A. Slater, Mrs. and Hyman Dikowsky

a bit by the absence of Henry Benoit, whose leadership in group singing has become traditional. Mr. Benoit, outgoing vice-president, was stricken ill shortly before the convention and was unable to attend.

President Willard M. Cannan welcomed the delegates, introduced the board, and used "The Cleaner's Best Friend" as the theme of his address.

"NID," Mr. Cannan pointed out, also stands for "New Idea Distributor." New ideas are the Institute's stock in trade, and putting these ideas to work is the drycleaner's best means of keeping up with this rapidly changing industry. Mr. Cannan reviewed the Institute's resources, reported on significant changes in corporate structure and fiscal affairs, and concluded with a description of NID's forthcoming public relations program.

Designed to increase the prestige of the industry and NID nationally and the use of drycleaning service locally, the program will include: a public relations policy for local dry-cleaners; a code of conduct for dry-cleaners; copy for radio and other advertising; counsel on public relations and advertising, and publicity for the industry through local and national media wherever possible.

The next speaker was Walter Cronkite, CBS Washington correspondent. Mr. Cronkite related his experiences as a resident of Moscow during his two-year hitch as head of the United Press bureau there. The Iron Curtain, apparently, exists primarily to keep the Russians in. From his description, nobody would live in Moscow if he didn't have to.

The first of the panel discussions bore the resounding title, "The Loud But Lucrative Sport Shirt." Ray E. Showell, Westminster Cleaners, Salt Lake City; John Witherspoon, Dupont Laundry, Washington, and Bernard M. Cannan, The Cannan Co., Toledo, were the panel members. These excellent addresses are printed elsewhere in this issue.

Mr. Showell confined his remarks to selling and advertising the product. Mr. Witherspoon outlined his plant's three sport-shirt classifications, quoted



costs and prices, and went into washing formulas and finishing techniques. Mr. Cannan described his plant's positive attitude toward the sport-shirt market (ignoring it is no solution), mentioned his classifications, and discussed finishing techniques.

The afternoon meeting on the same subject at the Armory revealed that

there are plenty of conflicting views on how the sport-shirt market should be approached. Several cleaners had almost given up the idea of trying to make money on the service and are resigned to offering it as a leader. Others seemed to be doing pretty well at 65 cents for a drycleaned shirt. Apparently many of the cleaners weren't



SECRETARIES' BREAKFAST, clockwise: William Mooney, Ernest W. Finlayson, Omer Elam, William Schaffer, Michael O'Neill, Jack Truxal, D. H. Currie, Lucile H. Seidman, Frank Pollotsek. Secretaries not present are urged to contact Mr. Mooney or Mr. O'Neill regarding an association clearing house

happy with their finishing equipment, and found it difficult to turn out quality and a profitable quantity at the same time.

The ladies turned out 550 strong for the afternoon luncheon at the Mayflower Hotel at which Mrs. Richard Nixon, wife of the Vice-President, and some dozen senators' and congressmen's wives were guests of honor. Mrs.

Nixon chatted briefly with the luchers, but there were no speeches beyond a short greeting extended by Mrs. Lee Peeler, chairman of the Ladies' Entertainment Committee.

The style show Friday night was a huge affair. The Celanese Corporation of America pulled out all the stops with no less than 27 models and 78 outfits. We had never realized that

so many drycleaners are passionately interested in ladies' styles. It was a first-class show and its sponsors made a fine contribution to the program.

Saturday's session was devoted to selling. Martin R. Gainsbrugh, chief economist of the National Industrial Conference Board, led off with a rather technical analysis of business conditions today. Near as we can figure, he said production and employment are down but people save more money and there is still a high demand for goods. He ended up by advising "optimistic caution."

This advice did not sit well with follow-up speaker Frank W. Lovejoy, sales and marketing executive of Socony-Vacuum Oil Company, whose fireball brand of delivery made him one of the convention's most dynamic speakers. Hellbent for election he told the cleaners they were doing "a lousy job of advertising"; suggested ways to improve it, and urged them to forget all about business trends and get out



MANAGEMENT ENGINEERING Association dinner Thursday night



LADIES' LUNCHEON was well attended



You can make
every day a
Red Letter Day
too, with
SANITONE

Formula for Fan Mail...

\$WITCH TO \$ANITONE

and get letters like this...

Cannon & Hale Cleaners
Henderson, Texas

Dear Mr. Cannon:

Yesterday I sent via air-mail, two dresses to be cleaned and pressed. Mr. Cannon, I realize this will be very inconvenient to you all, but you have no idea how much I will appreciate it.

After having ten years of the best cleaning service in the United States at your plant, I can't accept this "Yankee" cleaning.

I hope you and Mrs. Cannon are enjoying a pleasant summer and good fishing in Cherokee.

Yours very truly,
M. Y. M.

It's easy to make a customer yours for keeps—just by going Sanitone. Once customers see how Sanitone restores clothes to like-new freshness, nothing else will satisfy them. And when people move to another town, they remain loyal. We know because we get letters, too...lots of them. You can enjoy this

reliable repeat business, too.

If you're interested in maintaining customer-pleasing quality...in increased profits, write today. Sanitone is licensed only after a comparative demonstration in your plant has proved to you—no system does a better job in the cleaning room.



SANITONE Dry Cleaning Service

A Division of Emery Industries

CAREW TOWER

CINCINNATI 2, OHIO



NID ALUMNI Society held their dinner Saturday night

and do something. Statistics don't make people, he said, but people make statistics.

The Saturday panel consisted of four members who told of sales strategies that have worked. T. E. Millholland, Zenith Cleaners, Dallas, Texas, described the creation of his "Mouthy Moth" trademark and of its success in his business. James L. Thane, Thane's Drive-In Cleaners, Missoula, Montana, described and illustrated a personalized newspaper advertising campaign that much amused the crowd. Frank H. Kean, Jr., Kean's, Baton Rouge, Louisiana, told how his firm successfully sold storage of winter woolens through television advertising. And E. E. Bishop, Bishop Laundry, Dothan, Alabama,

mapped out a year's merchandising schedule as developed in his plant, stressing the theme "You Can't Sell 'Em Unless You Tell 'Em." Walter R. Duncan presided.

The morning program provided much meat for discussion at the afternoon open-forum session at the Armory. Some 200 persons turned up and Glenn E. Jackson, executive director, Orthopedic Appliance and Limb Manufacturers' Association, an expert in encouraging group participation, served as moderator. During the course of the discussion it was found that most of those present favored an annual advertising expenditure of around 4 percent of sales, tended to use advertising to bolster slow days, and a high percentage were paying

more than \$1.10 per hour for finishers in their plants.

For the ladies, the highlight of the afternoon was a cocktail party at the Statler Hotel at which five door prizes were awarded. The happiest members present were, of course, Mrs. V. L. Piersall, P & W Laundry and Dry-cleaning, Portsmouth, Virginia, who won the stone marten scarf, and Mrs. Dan G. Cox, Cox & Sons, Fremont, Ohio, who won the mink scarf.

The social aspects of the convention were climaxed Saturday evening when an overflow crowd of more than 1,550 spread out into the corridors to attend the banquet and gala floor show mc'd by Peter Donald. As if that weren't enough the floor was cleared and dancing followed until closing time.

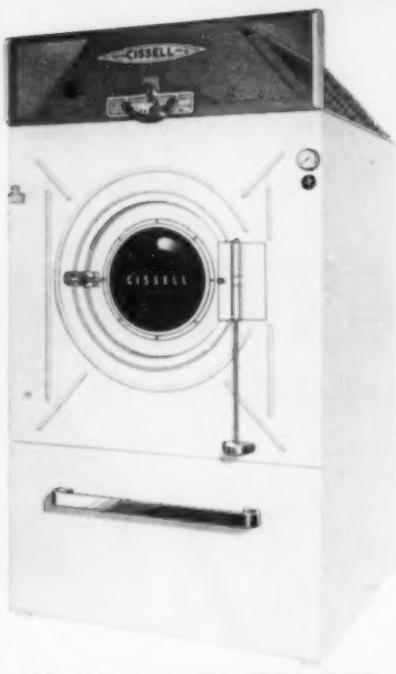
The previous night's festivities did little to dampen the attendance at the Sunday-morning session. Your guess is as good as ours as to whether it was the charged-system panel or the grand door prize of an all-expense-paid, two-week trip to Havana for two that packed the house.

Incidentally, the above-mentioned grand prize went to Abraham W. Fine of Fine Cleaners, Rye, New York.

Sunday's guest speaker was Dr. George D. Heaton, member of the North Carolina Board of Arbitration, who spoke on "A New Dimension in Business." The new dimension according to Dr. Heaton, is: "There can be no such thing as good scientific management without good human re-



GUEST OF HONOR at ladies' luncheon was Mrs. Richard Nixon, seen here with Mrs. Willard M. Cannon, left, and Mrs. W. I. Peeler

**42" x 42" DRYCLEANING TUMBLER**

Steam-Heated with Thermometer and Reversing or Non-Reversing Basket

Also, 42" x 42" LAUNDRY TUMBLER

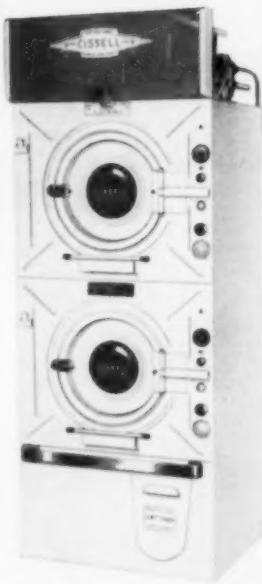
Steam-Heated with Thermometer and Reversing or Non-Reversing Basket

**36" x 30" LAUNDRY TUMBLER**

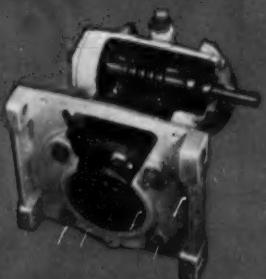
Gas-Fired or Steam-Heated with Time & Temp. Control or with Bell Alarm Only

Also, 36" x 30" DRYCLEANING TUMBLER

Steam-Heated with Bell Alarm and Thermometer

**TWIN LAUNDRY TUMBLER**

Gas-Fired or Steam-Heated with Time & Temp. Control or with Bell Alarm Only

*you'll make the
right choice with***CISSELL
TUMBLERS**
LAUNDRY
or
DRYCLEANINGSTURDY, designed simply . . .
ANY PART CAN BE REPLACED
IN LESS THAN 15 MINUTES.
Separate motors for bins and
baskets. Powered with the fa-
mous Cissell Gear Reducer.**W. M. CISSELL MFG. CO., INC.**831 S. Hwy. W., P. O. Box 1742, Louisville, Ky. Pacific
Coast Office: 40223 W. Jefferson Blvd., Los Angeles, California
Distributors: write Export Dept. Cable Code: CISSELL**CISSELL***Consult Your Jobber*

Interested in Extractor Rinse or Washer-
Extractor Equipment but for some
reason, at present, unable
to change over?

Interested in

%

CHARGE

THEN
ADCO'S

2%

ONLY NEW
LIGHT-
COLORED
DRI-SHEEN

2%

HEAVY CHARGE

with no additional equipment or expense is your answer!

You operate just as you do with $\frac{1}{4}\%$ or 1% charge ... No Rinse Necessary! With New, Light-Colored Dri-Sheen and only New Light-Colored Dri-Sheen can you get Heavy Charged System Results without new equipment or expenditure of monies for extra valves, pipe, tank, etc.

HEAVY CHARGE

gives results equal or superior to other charge systems at 4%!!

Don't get us wrong, Adco is 100% in favor of the heavy 4% charge for those plants who are equipped for 4% usage—washer-extractor machines or extractor rinse. However, many cleaners at present are unable to change their plant over for 4% usage—it is for these plants that we offer the 2% heavy charge.

New Light-Colored Dri-Sheen in 4% charge, in washer-extractor or extractor-rinse equipment produces the 'world's finest dry cleaning'.

Dri-Sheen in the heavy 2% charge works perfectly in synthetic solvent units without any additional equipment.

For full details, and the immediate services of one of Adco's trained field technicians in your plant and with no obligation on your part,

Call, wire or write **Adco, INC, Sedalia, Missouri**
MANUFACTURING CHEMISTS SINCE 1908





FASHION SHOW put on by Celanese Corp. of America featured these gowns from an international collection

lations." And he outlined a simple program stressing the importance of good leadership, the necessity of adequate communication, and ending with methods of molding employee attitudes.

The panel of three NID staff members was assigned to the task of taking "A New Look at the Charged System of Drycleaning." Clarence G. Pierce

reported on a survey of profit-and-loss trends as developed in plants using the system; George P. Fulton, NID Director of Research, presented the results of the new bundle-testing service and presented charts to show how clean the system cleans. John Ireland, supervisor of general course instruction, suggested ways to make it work better. A more detailed account of

their speeches is carried elsewhere in this issue.

The talks generated quite a bit of interest at the afternoon forum. A standing-room-only crowd turned up to pose such questions as: Which is better—conductivity control or RH control? Is the 4 percent charge in a one-bath system satisfactory? Do you need a still with the 4 percent charge and what effect does the heat of the solvent have on cleaning?

The forty-fifth annual convention was truly "a capital convention charged with capital ideas." Every effort was made to make the participants as comfortable as possible. Allied tradesmen again turned in their tickets to make additional room for the visiting cleaners (who came from as far away as New Zealand) at all social functions; regular bus service was offered to shuttle the conventioneers between the Institute, the Armory and the hotels, and microphones popped up wherever there was any suspicion that the acoustics were bad and someone might miss something. It was also the first time that teleprompters were put to use to aid the speakers in delivering their message.

See you at the Navy Pier in Chicago next year! # #

Duncan and Prather Elected

By unanimous vote of the assembled membership Walter R. Duncan of Bornot, Inc., Philadelphia, Pennsylvania, was elected president, and Frank A. Prather of Prather's Dry Cleaning, Fort Myers, Florida, vice-president of the National Institute of Drycleaning.

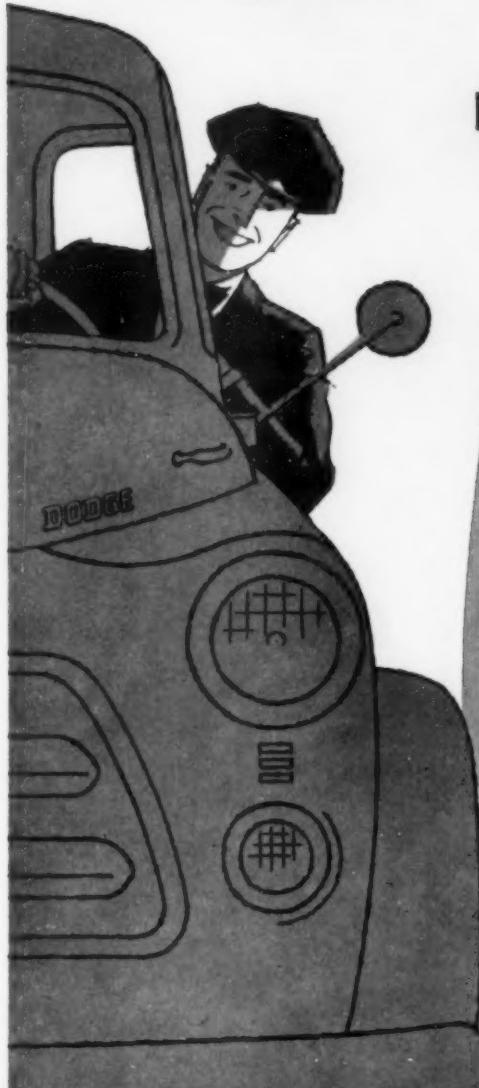
Four new directors were also chosen for three-year terms: Sam Darko, Darko and Son, Indianapolis, Indiana, in District 4; Thomas Ogden, Spitzer Cleaners, Richmond, Virginia, in District 7;

Earl Rush, French Unique Cleaners, Alexandria, Louisiana, in District 9; and W. E. Brasel, Brasel Cleaners, Clinton, Oklahoma, in District 10.

To fill the vacancy created by Frank Prather's nomination for vice-president, Robert Kizer of Asheboro Launderers & Cleaners, Asheboro, North Carolina, was appointed to the board for a one-year term.

Norbert J. Berg remains as general manager and secretary-treasurer.

New DODGE "Job-Rated" TRUCKS



All-new Dodge trucks

offer a better deal in low operating and upkeep costs, too . . . are priced with the lowest. Make it a point to call your friendly Dodge dealer—or drop in to see him soon. You'll like these new trucks!

WITH

NEW! Roomiest Cab! Wide, 3-man cab with easy-chair seat. 951 sq. in. windshield and best all-around visibility of any make.

NEW! Sharpest Turning! 39° turning angle, short wheelbase design for top maneuverability. Easiest handling trucks there are!

NEW! V-8's and Sixes! Most powerful V-8's in popular field—133 to 172 h.p. Plus famous Dodge Sixes. 7 engines in all.

NEW! Low-Built Lines! Built low for better road stability, easier loading, ground-hugging good looks. Lower step for easier cab entry.

ALL ADD UP TO

↓
**"A better deal
for the man
at the wheel"**

See "Break The Bank" with Bert Parks on TV (ABC, Sundays).
Hear "The Roy Rogers Show" on radio (NBC, Thursdays).
See "Make Room For Daddy" with Danny Thomas on TV (ABC, Tuesdays).
Enter the Dodge 40th Anniversary All America Contest. See your dealer.



STEP 1. Sheet of cellophane is pulled out on table. Dresses are centered and smoothed. Sheet extends two inches beyond longest dress

Cellophane Packaging for Dresses

Rutter's customers not only
like it . . . they demand it!

By PHIL GREENE

PACKAGING ALONE won't sell dry-cleaning, but it helps. Drycleaning volume at Rutter's Laundry and Cleaners, Lawrence, Massachusetts, is now running 20 to 30 percent ahead of last year, and manager George Dyer

credits the plant's distinctive wrapping for a good share of this growth.

The plant opened as a quality operation 3½ years ago. Prices were set to start at \$1.25 (with all linings touched up) and volume capacity

was geared for \$2,000 per week. Rutter's is primarily a route operation, so most of the volume is called for and delivered.

Mr. Dyer and Rutter's president, Joe Robertson, figured that something special in the way of packaging would not only be appropriate to the plant's high standards, but would help call attention to the service. Mr. Dyer knew that cellophane does a nice job on blankets and household articles, and decided to work out a method of using it on garments.

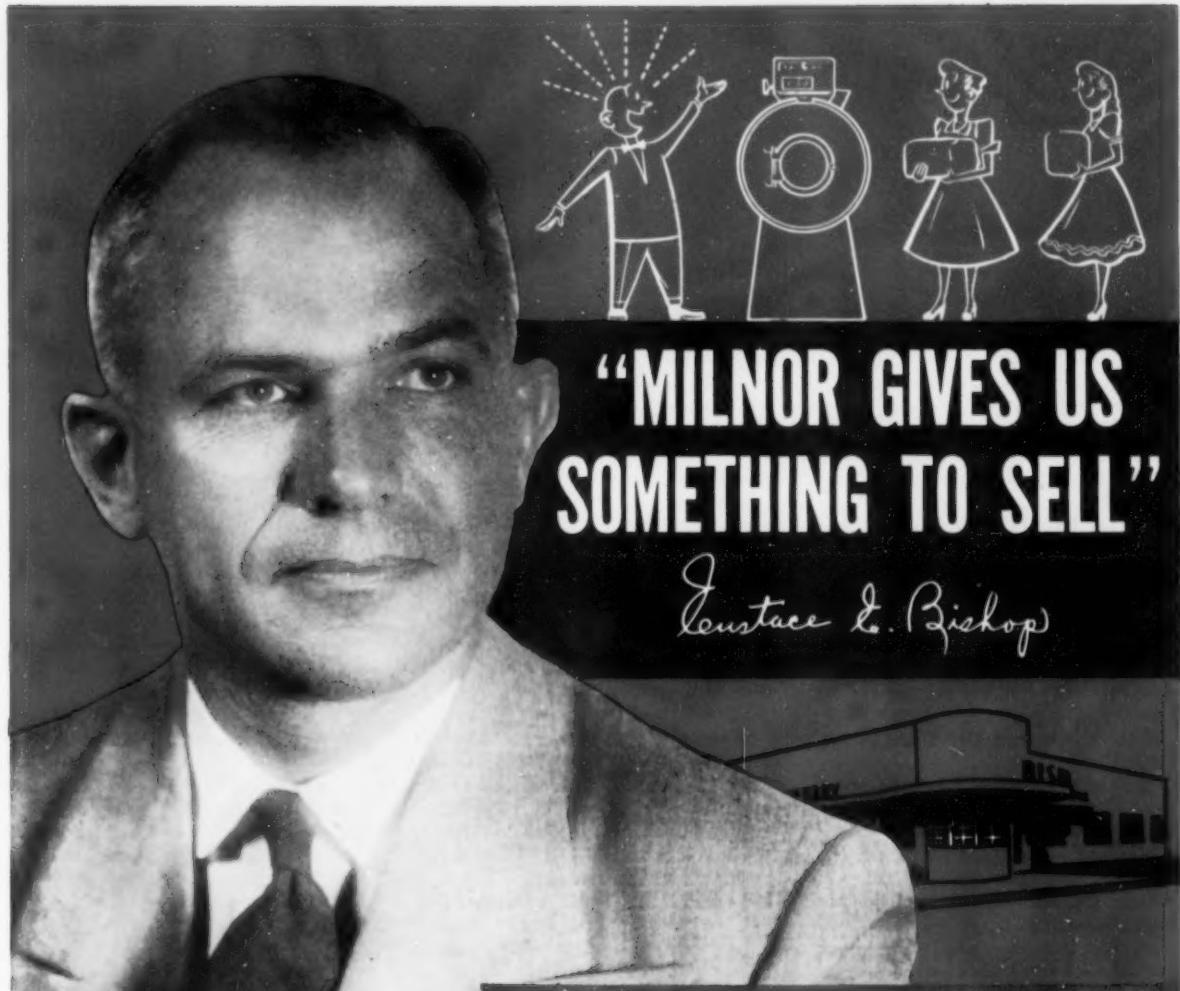
Roll cellophane rather than individual pieces would be easiest to handle, Mr. Dyer figured, so he started shopping. The only way to buy it in his area was to order direct from the manufacturer. He bought a roll of the 450 M.S.T. (heat sealing) grade, attached it to a wrapping table, and set up a system for making individual garment bags for hung garments.

The technique is as follows:

1. The operator draws the end of the roll along the table to the approxi-



STEP 2. Hangers are attached to hook. Sheet is cut by running knife along metal groove. Sealing iron rests in section of large pipe when not in use



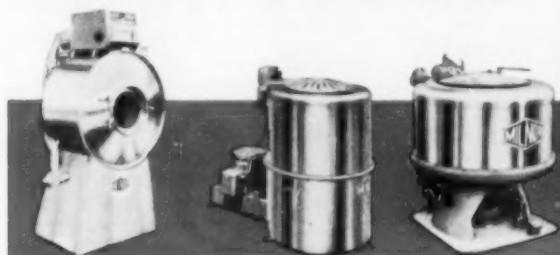
"MILNOR GIVES US SOMETHING TO SELL"

Eustace E. Bishop

Eustace E. Bishop
Bishop Laundry and Cleaners
Dothan, Alabama
Also operating plants in
Albany, Ga., and Panama City, Fla.

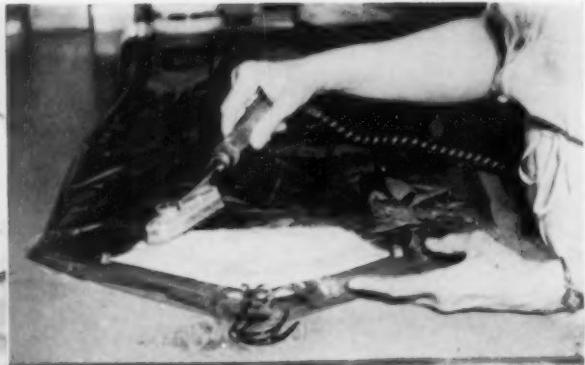
"Milnor Washers have nicely balanced the operations in our plant. They are saving money for us and the good quality washing we secure with Milnor Washers pleases an increasing number of our customers every week. We now have something to sell them. They understand our services . . . they see how we do it, and it punches at the home-washing competition with both fists. We are very well pleased with our Milnor Washers and what they have enabled us to accomplish in our plant."

INSTALL MILNOR EQUIPMENT TODAY





STEP 3. Sides folded inward, overlap sealed with iron. First, middle of seam is sealed, then from middle to bottom, then middle to top



STEP 4. Top corners are mitered, edges of flaps sealed. Then reinforcing staples are put through bag at each side of hanger-hook opening

mate length of the longest garment in the order.

2. The hangers (assuming the order to be a multiple one) are hooked to the end of the table, the garments are spread smoothly over the film, and the length of the sheet is adjusted so that it extends two inches beyond the longest garment.

3. The sheet is cut off the roll by running a knife along a groove under the hook where the hangers are attached.

4. The sides of the sheet are folded over the order lengthwise, and the center seam is sealed with a sealing iron.

5. Corners are mitered at the hanger end and the edges of the two flaps are sealed.

6. The bag is reinforced at either side of the hanger hook by two staples.

7. The customer's invoice copy is

scotch-taped to the front of the bag.

Costwise, this method is not as expensive as it might appear. The last time Mr. Dyer ordered a roll of cellophane it was selling for 52 cents a pound. He has figured the cost of the cellophane in each bag at .034 cents. This cost is not figured on the 450 M.S.T. grade, but on a lighter-weight 300 M.S.T. that does the job just as well. Width of the roll is 42 inches.

Naturally, it requires more time for the bagger to make an individual bag for each order than to pull a ready-made bag down over the conventional bagging hook. Rutter's bagger is able to package between three and four orders a minute, bringing the cost of her time to about .005 cents per bag.

Thus the cellophane bags cost about a half cent more than white 54-inch bags printed in two colors.

What does Rutter's get for this ex-

tra bagging cost? Mr. Dyer cites three advantages:

1. Cellophane makes a very dressy and distinctive package.

2. Customers can see at a glance what the bags contain. This is especially useful during the spring and fall when customers are likely to leave out-of-season garments in the bags after they are returned.

3. Bags may be easily reused, a common practice particularly for formal wear.

There is no question but that this type of packaging has made a big hit with Rutter's customers. After three years of using cellophane on all orders, the plant discontinued the cellophane garment bags, figuring they had served their purpose and that the less expensive paper bags would do as a substitute.

Reaction was immediate and loud. Routemen reported that the customers liked the cellophane and did not want the plant to switch. Rutter's did resume the cellophane for dresses and other ladies' apparel, but has continued using paper bags for men's suits and overcoats. The ladies don't seem to care how men's wear is packaged so long as they get the transparent film for their own clothes.

Individual cellophane wrappers are made for all sweaters, robes, blankets, household articles and ties. Sport shirts are folded on cardboard and then placed in a cellophane wrapper. Scraps of the film are often big enough for use in packaging these articles.

Management at Rutter's is convinced that quality is its chief sales asset. Their prices are the highest in a city whose principal industry—textiles—is fast closing down. In spite of this serious decline in local purchasing power, the plant's sales have shown a handsome increase each year. Lawrence housewives are reminded of Rutter quality every time they see those cellophane bags. # #



STEP 5. George Dyer and wrapper show finished job. Invoice copy is attached with scotch tape. Paper belts and tissue at shoulders lend extra quality touch



take a tip from
a wise old bird...

"even I know,
THERE'S ONLY ONE
GENUINE
MOTH SEAL
STORAGE BAG!"

Comparisons usually are odious . . . in fact you might say they're strictly for the birds! But when it comes to storage bags, there's nothing in all the world that can touch genuine MOTH SEAL—the one storage bag every cleaning customer knows. Long-time national advertising, aggressive promotion, topnotch quality, exclusive features—add them all together and they spell MOTH SEAL. Take a tip from a wise old bird; see your favorite jobber right away. Better do it today!



STANDARD MOTH SEAL

DELUXE MOTH SEAL



Lincoln Bag Company, Inc.

Para-Lux Products Company

4207 West Schubert Avenue
Chicago 39, Illinois





NIGHT VIEW of New Fashion Cleaners hardly does justice to attention-getting front. Big windows give complete view of store interior; row of lights above windows focuses attention on modern front. Plant is in Aurora, just outside Denver, on heavily traveled street.

Prefers Small-Plant Operation

By LOU BELLEW

WITH A BACKGROUND of experience in a large operation, John Kamlet recently purchased a small cleaning plant, known as New Fashion Cleaners, on the outskirts of Denver. With his oldest son and his brother Sam, he took over the operation of the little plant early in July of 1953.

At that time New Fashion was grossing \$800 weekly business. After

less than five months of operation under the new management, the plant is doing better than \$1,700 a week, over the counter.

As soon as possible after buying the modest little brick building, the Kamlets set about a general facelifting operation. The plant is located on one of the heaviest traffic streets in the area. A big, flashy neon sign was erected

on top of the building, readable from both sides for the attention of motorists. As a further touch, one line of blinking lights extends clear across the front of the plant just above the windows. The front of the building is now nearly all glass, giving an almost complete view of the neat call office.

The call office, too, was redone, with a new paint job and new fixtures, including lots of fluorescent lights, and a modern counter surrounding the working area. A large soiled-bundle hopper over a mark-in table in one corner permits marking in by the front-office personnel, and eliminates the space-taking hamper usually needed to hold such bundles.

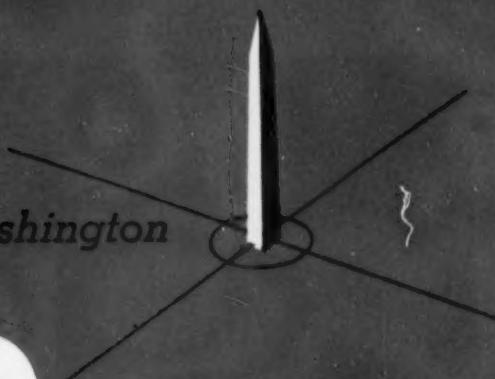
Shirt service has been added and this convenience, together with the fact that the store now remains open evenings, has helped business. According to John Kamlet the business between 6:00 and 8:00 p.m. has accounted for exactly 15 percent of the increase. Store hours now are 7:30 a.m. to 8:30 p.m. every day except Sunday.

This is a far cry from John's big-plant experience but the Kamlets have some very sound ideas as to the advantages of a small-plant operation in conjunction with store outlets. At present New Fashion Cleaners is serving three stores in good locations, and will soon have increased to five.

As business grows, the layout of equipment in both cleaning and finishing departments will, in all probability, get as thorough a facelifting as the front of the plant. At present, however, these departments are quite adequate for efficient operation. # #

SMALL OFFICE has small enclosure at rear for customers desiring pressing while they wait. Hopper over marking table saves floor space usually needed for hamper. Usually uncluttered, working area was crowded with shirt bundles being sorted by Sam Kamlet (left) and John Kamlet (right) before evening rush.





From Cleveland...to Washington

2500 *conductivity installations*

and an overwhelming vote of confidence!

STREET's first introduced CONDUCTIVITY CONTROL to N.I.D. delegates at the Cleveland convention held in February of 1953.

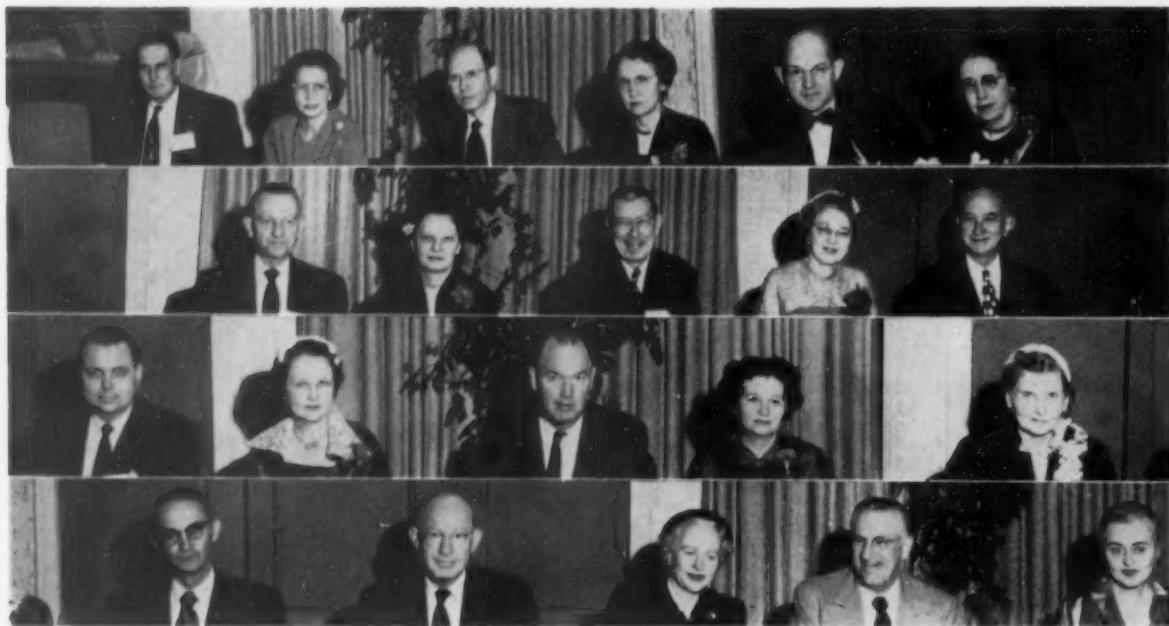
Between Cleveland and the Washington, D. C. convention of February 1954 leading plantowners gave STREET's one of the most overwhelming votes of confidence ever witnessed in American industry.

Expressing complete confidence in the integrity of STREET's research staff, and the responsibility of STREET's management, 2500 cleaners purchased a revolutionary apparatus sight unseen, with only the reputation of the manufacturer to guide them.

Between Cleveland '53 and Washington '54 an industrial revolution took place from which an entire industry is destined to profit.

The drycleaning industry is indebted to those first 2500 plantowners who, in the twelve months between Cleveland and Washington, confirmed beyond all doubt the claims made for CONDUCTIVITY CONTROL as practiced with 4% 886 in the two-bath method.

R. R. STREET & CO., INC. 561 W. MONROE ST. CHICAGO 6, U.S.A.



HEAD TABLE AT BANQUET, left to right, top: Mr. and Mrs. Everett Bryant, Mr. and Mrs. Floyd Gates, Mr. and Mrs. W. E. Brasel. Second row: Mr. and Mrs. Ralph Johnson, Mr. and Mrs. Kenneth Hardman, after-dinner speaker Edmund H. Harding. Third row: Mr. and Mrs. Leo Dixon, Dick Burden (convention chairman) and Mrs. Burden; Mrs. Ed Grey. Bottom: Ed Grey (president Tulsa Cleaners), Mr. and Mrs. John Cash, Sr., Mr. and Mrs. Spence Florey

Big Oklahoma Turnout

By LOU BELLEW

WITH PERFECT WEATHER cooperating, the twenty-fourth annual convention of the Oklahoma Association of Cleaners and Dyers drew 1,200 delegates to Tulsa on January 30 and 31.

All business sessions were held in the afternoon in order to give the delegates an opportunity to spend the mornings visiting the exhibit booths in the basement of the hotel. The exhibits were for the most part taken over by local jobbers, although several national concerns were in evidence. Sales during the meeting exceeded expectations of most of the exhibitors.

The business sessions featured sev-

eral well-known speakers, including Managing Executive Norbert J. Berg of the National Institute of Drycleaning, Dr. Dorothy Lyle, director of consumer relations of the NID, John P. Gray of Adeco, Inc., and Lou Bellew, associate editor of *NATIONAL CLEANER & DYER*. Keith Covelle of the Oklahoma Drycleaning School at Okmulgee and Floyd Gates, who spoke on proper relations between competitors, completed the list of convention speakers.

The ladies were treated to an elaborate luncheon and style show on the first day of the convention, which also included the Saturday-night dance.

Of course the big event was the annual banquet on Sunday evening. The famous University of Tulsa Radio Chorus sang several numbers, while the grand climax was a really hilarious after-dinner speech by Edmund Harding, "The Tarheel Humorist."

All officers were reelected for another term. Leo Dixon succeeds himself as president, E. F. McComb remains vice-president, Dewey Howell second vice-president, and W. E. Brasel is again secretary-treasurer.

What will happen next year is anyone's guess, since the wives are determined that the women folks get even more attention at future conventions. The girls have just formed what they call the "Ladies Auxiliary of the Oklahoma Association of Cleaners and Dyers," with Mrs. W. E. Brasel as president, Mrs. Leo Dixon secretary-treasurer and Mrs. Dean Jayroe vice-president. To our knowledge this is the first such ladies' group to be formed in cleaning-association circles, and it may well bear watching. # #



SUNDAY-NIGHT CROWD enjoyed University of Tulsa radio chorus



"For my money, 4% 886 plus automatic conductivity control 'cleans clothes cleaner than any soap'."

Momos Sudan

Park Cleaners

MONTEREY PARK, CALIFORNIA

"... thanks to you and the R. R. Street Company for making my operation easier and more profitable."

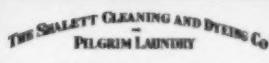
Johnny Brittain



INDEPENDENCE, MISSOURI

"... your conductivity control and the 2-bath 4% 886 method of dry cleaning is the biggest advancement made in our industry."

A.C. Stewart



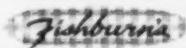
"My congratulations to your company for pioneering in this tremendous program..."

Doris



"... the most automatic mechanized quality dry cleaning yet known in the dry cleaning field."

Eg Miller



"... R. R. Street has done such a remarkable job for the cleaning industry as a whole, that you should be most highly praised."

Verne Dater

The most famous names in drycleaning endorse Street's Conductivity Control

Here are a few of the many leading plant owners who report greatly increased production through the use of 4% 886 and the automatic electronic controls.



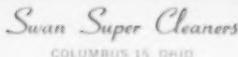
"Now, with your automatic electrical control we have the added advantage of uniformity from load to load, regardless of temperature or relative humidity."

Joe Kushner



"... thanking you for this development which has helped us so much in the dry cleaning department."

J.L. Bishop



"... ranks as one of the outstanding improvements in the dry cleaning industry."

Andel Gehr



Indianapolis 26

"R. R. Street & Company's Automatic Conductivity Control Unit with 4% 886 two-bath cleaning method has started a new era in our industry."

H.O. Demone

R.R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U.S.A.



Street's fieldmen invest 2760 man-hours at Washington

46 men engage in four days and nights of intensive study prior to three-day NID Convention.



Four days and nights of intensive study

For four days and nights prior to the opening of the NID Convention Street's fieldmen met in technical sessions. The above photo was taken during the opening meeting on Monday morning. Note the working model of the Conductivity Control Unit in the rear corner. Formal presentations

were made to the entire group on the nomenclature of washer-extractor equipment, the Extractor-Rinse Process, and all phases of cleaning-room technique which contribute to the more efficient use of the two-bath method. Informal evening sessions were conducted by each of the speakers for small groups of 6 or 7 men, during which each man participated in the discussion.



A very short interruption for lunch

No time was lost in moving from the meeting room to an adjoining private dining room where discussions of the morning sessions were continued.

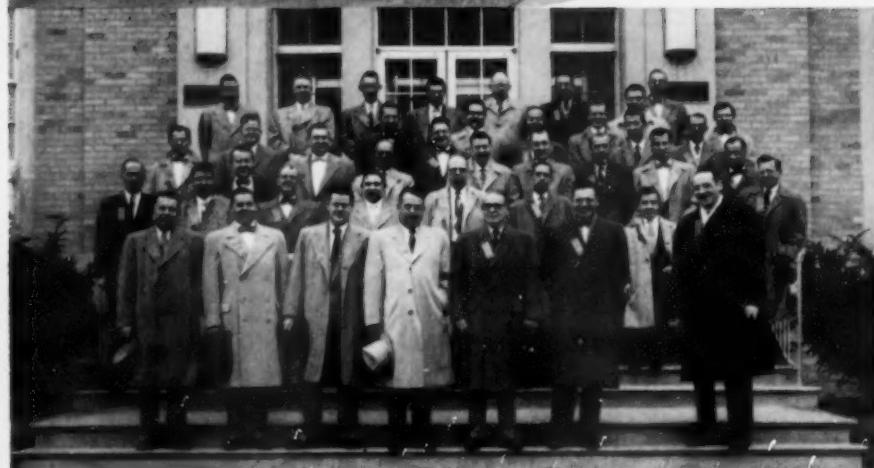
A trip to the Institute Plant

A chartered bus took Street's men to the NID on Thursday morning. This photo shows the group on arrival, in courtesy of the Institute plant. The chartered bus was retained throughout the convention to provide transportation for Street's guests between the Hotel Statler and the Exhibition Halls.



Following guided tour through NID

Following a guided tour through the Institute plant, Street's group formed on the steps of the NID administration building. After a farewell and a hearty thanks to the NID staff, the group returned to the Statler for one more afternoon and evening session before the opening of exhibits the following day.



After the ball was over

The bottom photo was taken following the NID's Grand Banquet on Saturday night. The missing faces are those from the Pacific states who had started their return trip.

Return to duty...prepared to further the cause of better dry cleaning

By Monday morning all men were back in active service in their respective territories. Four days and nights of intensive study, followed by three days of convention experience, had prepared each man to serve the industry better than ever before in using to best advantage the technological improvements introduced by R. R. Street & Co., Inc. in recent years.





SPEAKERS, left to right: C. B. Kasson of R. R. Street & Co. Inc.; drycleaner Bill Heffern; moderator John Otte, Jr.; Doug Wallace of Keystone Aniline & Chemical Co., and Jim Chisholm of Sanitone Division, Emery Industries, Inc.

High Attendance in Michigan

ITS BEST ATTENDED convention in three years was held by the Michigan Institute of Drycleaning January 15 and 16 at Grand Rapids. According to Managing Director Mike O'Neill, the officers had expected a turnout of 200 drycleaners, but the final paid registration totaled close to 300.

Friday, given over to registration and visiting of local plants, was high-

By LOU BELLEW

lighted by an evening affair a bit out of the ordinary. George Schlemon of U. S. Hoffman Machinery Corporation put on a demonstration of garment finishing for plant employees, with James Butler acting as narrator. Working with live steam and the latest

finishing equipment, George made use of moving pictures along with actual demonstrations of unit operation for the attendance of over 60 plant employees, plus twice that number of plantowners. On Saturday afternoon the demonstration was repeated, and the room was packed again.

The Saturday-morning feature was what everyone had come to hear—the



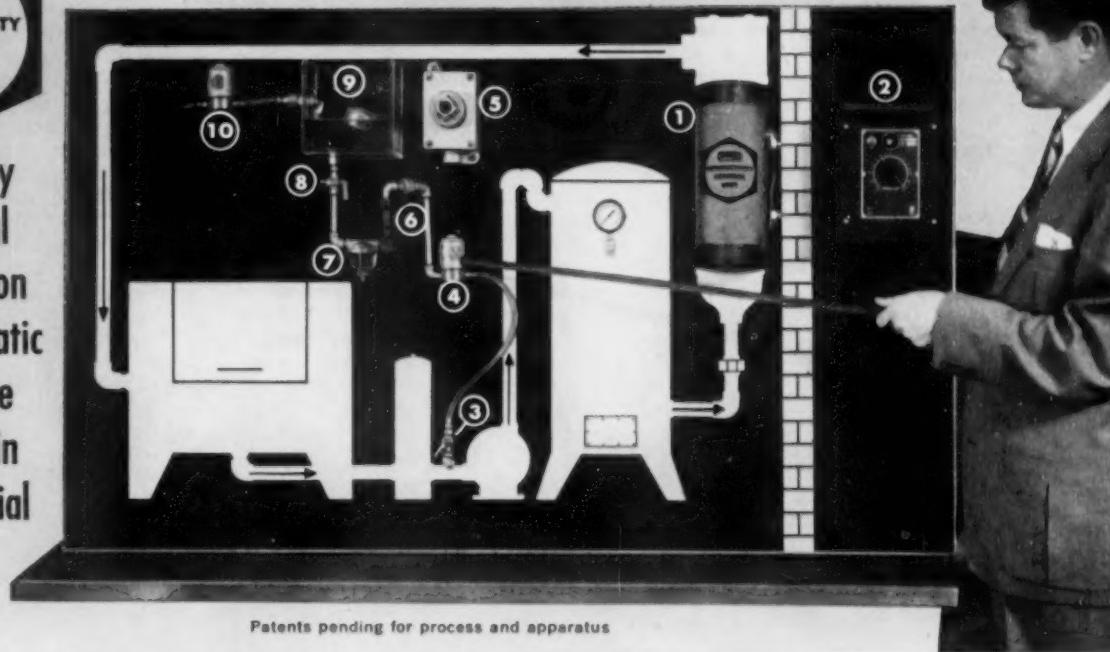
PACKED MEETING ROOM during Saturday-morning panel discussion. Interest ran high



AT BANQUET, left to right, top: Mrs. and Joseph Adamowski; Mrs. and Honorable John B. Martin; Mrs. and John Otte, Jr.; Mrs. Ed L. Messenger. Center: Honorable John B. Martin; Mrs. and John Otte Jr.; Mrs. and Ed L. Messenger (retiring president); Mrs. and Loraine Bancroft. Above: Loraine Bancroft; Mrs. and Mike O'Neill (managing director); Mrs. and Dana Antes; Frank Pingatore (past president); Bill Reisig, Jr.



The only practical application of automatic moisture control in commercial use



► Components of the Conductivity Unit

There are three principal components:

- (a) the electrode assembly,
- (b) the Solubridge controller,
- (c) the automatic water dispenser.

The function of the electrode assembly is to transmit the electrical conductivity imparted by the 4% solution to the Solubridge controller. The Solubridge automatically controls the water dispenser. The water dispenser introduces water automatically into the suction side of the filter pump.

STREET's research staff, aided by a fellowship with an internationally recognized research foundation, developed an electrode assembly designed specifically for use in the pipe line on the discharge side of the filter. The 4% solution of 886 and solubilized water flow through the electrode assembly in the same condition as when contacting the fabrics in the washer. This electrode assembly, for which STREET's spent many thousands of dollars in developing, designing and for patterns, is the heart of the conductivity unit.

The investment in this electrode assembly is too great to permit selling it at what would appear on the surface as a reasonable price. Therefore, STREET's places this part of the unit with its customers without charge and with a certificate of authorization for its use. In addition to the pending patent on the over-all plan for conductivity control in drycleaning, STREET's also filed for a separate patent on this one specific component of the unit. The balance of the conductivity unit comprises standard parts which STREET's procures, assembles and ships prepaid to the customer at standard list prices, which results in a net loss to STREET's on the transaction.

When the conductivity value is lowered as a result of the fabrics having removed some of the water from the 4% 886 solution, the Solubridge controller automatically opens a solenoid valve which permits water to enter the suction side of the pump until the original conductivity value has been reached. The setting of the dial determines this value.

A pilot light is lit automatically whenever water is entering the line. When this solenoid valve is again closed, a second solenoid valve is automatically opened to permit water from the city water line to enter the water container which is equipped with a float valve to prevent overflow. It is impossible for both valves to be open at the same time. If the valve to the suction line should fail to close, no more water could enter the 4% solution than is held in the water container at the level at which the float valve is set. It is impossible for a steady stream of water to flow into the 4% solution from the water line. The whole operation is *automatic*. The exact amount of water is always present, regardless of weather conditions. The only manual operation is testing the solution to maintain a concentration of 886 between 3.8% and 4.2% at all times.

Conductivity control reduces the fire hazard when cleaning with petroleum solvents in that it eliminates the static otherwise present. The current passing through the electrode assembly and Solubridge controller presents not even the slightest hazard in that it never exceeds one ten-thousandth of one ampere (0.0001 ampere), or one five-hundredth of one watt.



panel discussion "Soap . . . and Sanitity." Vice-president John Otte, Jr., acted as moderator for the roundtable powwow on cleaning room procedure. Panel members were Jim Chisholm, Sanitone Division, Emery Industries, Inc.; C. B. Kasson, R. R. Street & Co. Inc.; Douglas Wallace, Keystone Aniline & Chemical Co., and one working drycleaner, Bill Heffern, operator of Mercier Dry Cleaners in Adrian, Michigan.

The discussion never did reach the fire-and-brimstone stage that many of the delegates had anticipated. The discussion for the most part centered around whether tests conducted by the National Institute of Drycleaning could be held as the final word as to which method was superior to another, or whether results obtained in actual plant operation were more indicative. Since every cleaning plant seems to operate quite unlike any other plant, even though using the same method, the question of "which

is best" went home with the delegates, still unanswered.

NID's Albert Johnson followed the panel with a talk on "Do We Need Drycleaning Standards?" in which he showed test pieces run in various plants around the country. These test pieces were visual indications of the lack of uniformity in the cleaning methods employed by cleaning plants using most of the known solvents, soap solutions, and cleaning room procedures.

Saturday afternoon was given over to George Schlemon's demonstration of garment finishing and the convention closed with the usual banquet and a gala ball. At the banquet, Auditor General John B. Martin, Jr., of Michigan installed the following new officers: president, Loraine Bancroft, Morenci; vice-presidents, John P. Otte, Jr., Grand Rapids, and Dana G. Antes, St. Johns; secretary, Edmund W. Reisig, Jr., Monroe; treasurer, Herman O. Friedli, Saginaw, and

sergeant-at-arms, Joe Adamowski, Bay City.

New directors are: Frank Pingatore, Sault Ste. Marie; Loren Bensley, Traverse City; George Blake, Standish; Conrad Roth, Bay City; Ed Meier, Muskegon; Gene Knight, Mt. Pleasant; Leo Ciaramitaro, Saginaw; Ed Chandler, Port Huron; John Savalli, Grand Rapids; Willard Allen, Flint; Joseph Maurer, Lansing; C. J. DeLine, Owosso; Max Olds, Coldwater; Dan Reeves, Kalamazoo; Barron Hills, Jackson; Art Greene, Ann Arbor; James Grimes, Detroit, and W. J. Heffern, Adrian.

Two attendance prizes of Motorola radios were won by Henry Remwolt, Remwolt Cleaners, Muskegon Heights, and Bill Reisig, Reisig Cleaners, Monroe. Following a fur style show, presented after the Saturday luncheon by Richland Furs, Inc., of Blissfield, the door prize of a mink scarf was drawn by Fred Greenwalt, Wayland Cleaners, Wayland. # #

Dakotas Elect Reed

WRAPPED UP in a three-day convention package for North and South Dakota drycleaners were drycleaning by sound, public relations, sales, insurance, banquets, parties and entertainment. Nearly 200 plant operators took in the sessions of the Dry Cleaners Association of the Dakotas, held in Huron, S. D., January 8-10.

After dedicating the first day of the convention to plant tours and get-acquainted parties, the delegates took

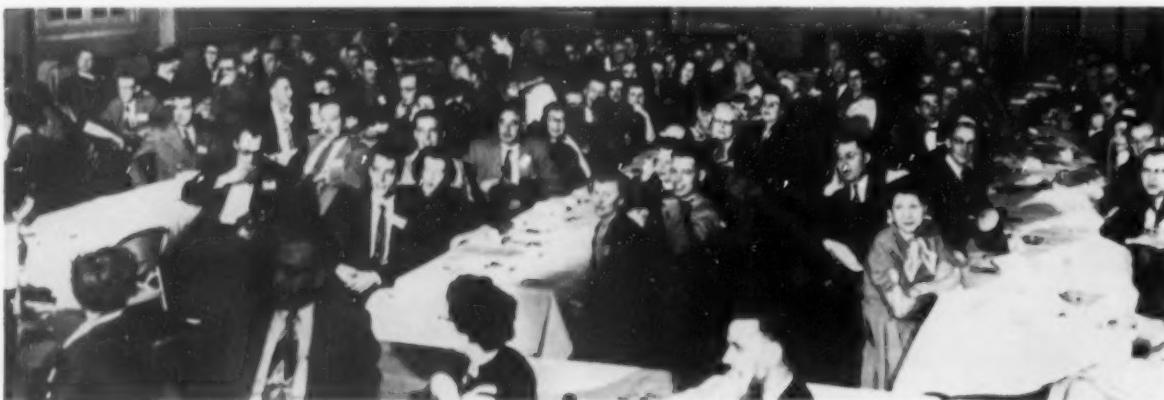


NEW OFFICERS, left to right: Horace C. Ellis, vice-president; Lester Brown, secretary; Harold Reed, president. Treasurer Carl Wait is not in picture.

on more serious aspects of the meeting Saturday and Sunday.

C. B. Kasson of R. R. Street & Co. Inc. led off the speaking program Saturday morning with a discussion

of two-bath cleaning and conductivity control. William L. Browne, public relations director for the National Institute of Drycleaning, followed with a formula for the cleaners to use in local



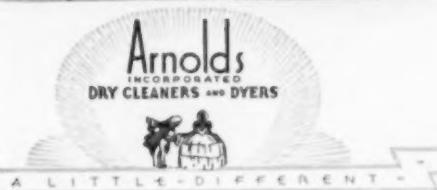
SATURDAY-NIGHT BANQUET attracted big turnout

One of the industry's most respected executives, operating one of California's most beautiful plants, endorses Street's Conductivity Control



ARNOLDS

In by 11am & Out by 5pm



PHONE ARIZONA 3-0937
BRADSHAW 2-2419

- A LITTLE BETTER -

11054 W. PICO BOULEVARD
LOS ANGELES 64, CALIF.

October 21, 1953

R. R. Street and Company,
561 W. Monroe Street,
Chicago, Illinois

Gentlemen:

Your dry cleaning technology in developing the extractor spray rinse, together with conductivity control and 4% 886 soap, has made possible, cleaning in which all types of soils and sweat stains are removed in the dry cleaning machine.

While at the same time garments are left bright, soft of feel, minus wrinkles or shrinkage.

Our thanks to you and your staff for your excellent accomplishment, which mean so much to the dry cleaning industry.

With our best wishes for your continued success.

Very truly yours,
ARNOLD'S INCORPORATED
R. A. Conley,
R. A. Conley, Pres.



"FOR THOSE WHO CARE"

Recognizing the possibilities in the two-bath method, Mr. Conley was one of the pioneers of Street's extractor-rinse process which permitted a separate rinse without an extra transfer of fabrics.

Subsequent installation of Street's Conductivity Control Unit insured uniform results on every load through the automatic replacement of solubilized water removed by the fabrics during cleaning.



R. R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U. S. A.

public relations. A promise of an all-out battle to lower insurance rates on drycleaning plants came from Claude Faber, Sioux Falls, S. D., insurance representative for the Dakotas association.

"Screwball" antics helped Ken Thomas and Walter F. Gallagher, editor and associate editor respectively of the *American Drycleaner*, to get across points on "Gimmicks and Gadgets" for sales promotion.

Harold Reed of Reed Cleaners in Fargo, N. D., led a panel on promotion ideas in which some 17 plant operators told of their best promotion schemes—everything from bird pictures made with real feathers to free bicycles for Boy Scouts. Mr. Reed, who spends \$25,000 a year for advertising in his plant, said his best "gimmick" of late has been the distribution

to restaurants of free newspapers, stamped in the most read parts with his ad.

At the business meeting, Mr. Reed was named as the group's new president. Other officers elected were Horace C. Ellis, Modern Cleaners, Pierre, S. D., vice-president; Lester Brown, Brown's Cleaners, Sioux Falls, S. D., secretary; Carl Wait, Modern Cleaners, Sioux Falls, treasurer, and Ralph Van Buskirk, Scotland, S. D., director of the board.

Sectional vice-presidents are: Guy P. Eustes, Watertown, S. D.; Titus Unger, Dell Rapids, S. D.; John Scott, Mitchell, S. D.; Erwin Holt, Bellefourche, S. D.; Leonard Roessler, Ashley, N. D.; Arthur Peterson, Devils Lake, N. D., and Ernest Martinson, Harvey, N. D.

A banquet wound up the activities

of the second day of the convention.

The highlight of Sunday morning's closing sessions was the presentation of the ultrasonic drycleaning machine developed by Gale Bleasdell and Dr. G. E. Peters of Randolph, Neb. Dr. Peters explained the principle of the machine while Mr. Bleasdell demonstrated it.

Two other Sunday speakers who held the platform during the closing sessions were Paul Jacobsen of the Wallerstein Company and Oscar Nielsen of Nielsen Cleaners, Aurora, Neb. Mr. Jacobsen presented his well-traveled exhibit of more than 1,000 "unserviceable" fabrics and showed how they could be serviced by cleaners with a little special care. Mr. Nielsen urged unity in the industry to better deal with common problems and pressures. # #

Meeting in South Carolina

By W. S. CROMPTON

THE THIRTY-FIRST annual convention of the South Carolina Association of Launderers and Cleaners, held January 13 and 14 in Columbia, was attended by about 150 plantowners and allied tradesmen.

Speakers at the business sessions included George P. Fulton, research director, National Institute of Drycleaning, on "Drycleaning in the Charged System"; L. E. Francis, Emery Industries, Inc., on "Par Takes Practice"; Harold Howe, the Washington representative of the American Institute of Laundering, on "Washington Today and Tomorrow"; W. A. Pellerin, Pellerin Milnor Corporation, on "Horse and Buggy Merchandising."

An insurance panel, moderated by H. P. North, manager, South Carolina Association Insurance Agents, included Richard Singleton, manager, South Carolina Inspection and Rating Bureau, and J. E. McDavid.



OFFICERS, left to right: Charlie Stork, W. B. McWhorter, Dan S. Hollis, Jr.

The social calendar included a ladies' get-acquainted party, a get-together party and dinner dance for all, plus a luncheon with vocal trio.

Newly elected officers are: president, W. B. McWhorter, Fairfax Cleaners, Spartanburg; vice-president, Dan S. Hollis, Jr., Hollis Cleaners, Rock Hill; treasurer, James D. Harrelson, Sumter Laundry and Cleaners, Sumter; sergeant-at-arms, J. T. Graves, Ideal-White Swan Laundry, Charleston, and immediate past presi-

dent, Charlie Stork, Sunshine Laundry and Cleaners, Columbia.

Directors are: G. R. Kirkland, Orangeburg; Frank Sloan, Aiken; J. R. Kirkland, Sumter; Glenn Kirkey, Cheraw; Leon Cooper, Columbia; H. H. Brown, Rock Hill; James Fowler, Spartanburg; Charles Snoddy, Greenwood; James Culpepper, Charleston; Robert A. Drake, Anderson; Mrs. Rosa Holliday, Leesville; Jack Parrish, Florence; Fred Gregory, Greenville; George Tucker, Beaufort.

Rug Cleaners Exchange Ideas

By GERALD WHITMAN

rug cleaners, with a question-and-answer period following each presentation.

Another convention innovation was a demonstration of on-location carpet

cleaning, held Saturday afternoon, January 16, in a special area to one side of the allied trades exhibits. Demonstrations of methods and equipment were presented by John P. Kebabian of M. H. Kebabian Co., New Haven, Conn.; Jerry Eisenberg, United Rug & Carpet Cleaners,

THE THEME of the ninth annual convention of the National Institute of Rug Cleaning, held January 15-18 in Miami, Florida, was sharing of ideas, with all speakers but one from within the industry. An attendance of 400 was on hand to hear talks and see demonstrations given by practicing



One way to keep ahead of a press breakdown

The trick is to keep extra steam connectors on hand for emergencies. Then, when a connector wears out you can replace it within minutes. You don't have to wait until your jobber delivers a new one. Your presses—and your profits—aren't tied up for long.

Another good idea is to ask your jobber for PRESSTITE* Steam Connectors when you order extra pairs to keep in stock. There's one for every modern press made. PRESSTITES are built to give longer service, greater safety. The

bronze (98½% copper, 1¼% tin) tubing has no seams, joints, welds or packing to weaken or crack. Time-tested PRESSTITES are easy to put on, too. The job's over in minutes. You need no special tools.

Your regular jobber stocks PRESSTITE Connectors. To order, just give him your press make and model. He'll see that you get the right assembly. Meanwhile, write for Bulletin L-240 with selection chart to: *The American Brass Company, American Metal Hose*

Branch, Waterbury 20, Conn. In Canada: The Canadian Fairbanks-Morse Co., Ltd.

*Reg. U. S. Pat. Off.



AMERICAN
Presstite Connectors
an ANACONDA® product



NEW OFFICERS AND DIRECTORS (left to right), seated: Paul Williams, Bill Schaeffer, Harold Eigensee, Bill Ayers, Dick Powell. Standing: Directors Francis H. Reilly, Roy A. Wigle, Floyd E. Howell, Sam Arenson, John A. Leavitt, F. S. Carlson, Henry C. Hartenbach, John A. Baker, W. S. Ingersoll, Lloyd Mathieson, A. J. Emmanuel, Arthur Greenberg

Brooklyn, N. Y.; Joseph Conway, Certified Chemical & Equipment Co.; Fred Hild, Hild Floor Machine Co.; E. V. Coulter, Multi-Clean Products, and Philip Smith, Rugmaster Manufacturing Co.

A welcoming message from President Bill Ayers of Covington, Va., was followed by the one outside speaker, Dr. Kenneth McFarland, educational director for American Trucking Associations, Inc., who emphasized the importance to business success of knowing and understanding people.

A discussion of sours, based on laboratory tests made at the NIRC laboratories at Silver Spring, Md., was presented by Col. J. W. Rice, the Institute's research director. The first day's program ended with a talk by Lincoln Fraser of Boston on work simplification.

The program the following morning was opened with a slide presentation of the NIRC's national advertising in *Life* magazine.

Harold H. Eigensee, chairman of the survey committee, reported on results of a survey to determine consumer acceptance of professional rug

cleaning. The answers indicated that advertising should stress sending rugs to be cleaned more often, that it should be more informative, put more emphasis on quality and less on price. In commenting on the survey, Mr. Eigensee urged constant cultivation of retail personnel for increased cooperation, more effective use of NIRC public relations material, and extension of service to neighboring areas without their own rug-cleaning plants.

A special dryroom group discussion period, at which Col. Rice presided, was held the following morning.

At the annual membership business meeting in the afternoon official reports were presented by President Bill Ayers; by Paul Williams, treasurer; Dick Powell, executive secretary; Jerry Eisenberg, chairman of the insurance committee; Gene Brehm, chairman of the membership committee; Gus Drafkorn, chairman of the national advertising committee, and by Lawrence Jeppson, public relations director.

New officers chosen for the coming year are: Harold H. Eigensee, Columbus, Ohio, president; William J. Schaeffer, Stamford, Conn., vice-president;

Paul B. Williams, New York, treasurer. Retiring President Ayers was elected chairman of the board of directors.

The directors, chosen by mail ballot, are: Jack Leavitt, Hartford, Conn.; Roy A. Wigle, Mt. Vernon, N. Y.; D. Lloyd Mathieson, Harrisburg, Pa.; Bill Ingersoll, Pittsburgh; Francis H. Reilly, Baltimore; John A. Baker, Miami, Fla.; Arthur Greenberg, Chicago; Henry C. Hartenbach, St. Louis; Sam Arenson, St. Paul; F. S. Carlson, Kansas City, Mo.; Floyd Howell, Dallas, and A. J. Emmanuel, Seattle.

The final convention session on Monday morning opened with the showing of a color sound movie produced for Gene Brehm at his new plant in Elizabeth, N. J., for use at the meetings of civic and social groups.

The remainder of the program was devoted to panels. A variety of practical suggestions were presented in an "Idea Session" in which participants were Marshall Mercer, Richmond, Va.; Wilbur Smith, Lancaster, Pa.; Jack Leavitt, Hartford, Conn.; Percy Glidden, Oak Park, Ill.; Col. Rice,



Here's proof! the synthetic base and amazing anti-static characteristics make the 4% charge-single bath method

**the most effective
cleaning process on
the market today!**

Highly Volatile ...

Unlike other charges, Buckeye Clean-Charge is extremely volatile. As little as one tenth of one percent of this synthetic charge is retained in the fabric after drying. This remaining charge contains the valuable anti-static* agent necessary to produce lint-free cleaning. No charge can compare with Clean-Charge! A larger percentage of undesirable soil is removed when this amazing synthetic charge is used.

means

No Extra Rinse!

Because this synthetic charge does not contain fatty acids that cause unpleasant odors, but contains an antioxidant that prevents the formation of any odor, much of the need for an extra rinse is eliminated. Dry cleaners are also assured cleaner, brighter results with Clean-Charge!

... and the revolutionary new

anti-static action

prevents filter powders from sticking to fabrics during the cleaning cycle . . . garments are removed from the tumbler *lint-free*![®] The millions of microscopic lint particles which tend to dull fabrics are removed and fabrics take on a "like-new look!"

*patent applied for, product and process



BUCKEYE clean-charge

ELIMINATES THE NEED FOR AN EXTRA RINSE

because this light-colored charge does not cling to fabrics and becomes volatile during the drying process.

- The industry's most effective soil removing agent!
- The need for wet cleaning is practically eliminated!
- Spotting time is reduced to an absolute minimum!
- Fabrics are completely free of undesirable residues!

NO FATTY ACIDS

to cause undesirable odors!

NO STICKY FILM

to attract dirt and leave fabrics dull!

CLEAN-CHARGE IS CRYSTAL CLEAR
and leaves no discoloration!

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**
SOAP COMPANY
BOX 995 DAYTON 1, OHIO

NIRC; Harold Eigensee, Columbus, Ohio, and Jerry Eisenberg, Brooklyn, N. Y.

A panel on local cooperative advertising and public relations told of the accomplishments of groups in five cities. Participants were Mike Rudolph, Philadelphia; Jack Schwartz, Chicago; Jerry Eisenberg, New York; Dan Marcus, Pittsburgh, and Henry Hartenbach, St. Louis.

A panel on group insurance of local organizations wound up the official convention sessions. Moderated by Ed Milbank of Bauer, Milbank & Co., the

panel included Paul Williams for New York, August Draffkorn for Chicago and Pearson Sunderland for Baltimore.

The banquet, entertainment and dance held the final evening were a successful climax to a convention with many attractions, including a spell of Florida weather at its balmy best. The program arrangements were directed by John Baker of Miami. Following the convention, about 80 rug cleaners and their wives left Miami by air for a 2½-day trip to Havana.

Expense-paid Havana trips for two

were the prizes awarded to winners in the slogan and sales promotion contests. The slogan "Clean Rugs Wear Longer" won a trip for Stewart J. McDonough, Mercury Rug Cleaning Corp., Reading, Pa. In the sales promotion contest, the prize went to Jack Leavitt of John Leavitt, Inc., Hartford, Conn. Runners-up were Dan Marcus, Allen Rug Cleaning Co., Pittsburgh, and Dave Shihadeh of Theodore Shihadeh, Ardmore, Pa.

The 1955 convention will be held in New York City, and is expected to be equally successful. # #

Varied Program at St. Paul

AT THE TWO-DAY convention of the Minnesota Institute of Laundering and Cleaning, held in St. Paul January 30 and 31, 220 delegates heard a variety of speakers, and attended two luncheons and a cocktail party.

The group elected as president for the following year Russell C. Sapp of the Hibbing Laundering and Cleaning Co. The vice-president is James Brown of the Johnson Laundry, Mankato. Reelected secretary-treasurer was C. A. Huebsch of Troy Launderers and Cleaners, Minneapolis.

Among the speakers were Albert B. Adelman of Adelman Laundry, Milwaukee, who talked on "A Fighting Faith for Our Industry"; George H. Isaacson, director of the service departments of the American Institute of Laundering, who spoke on "Changing Trends and Opportunities"; John R. Whipple, a Minneapolis industrial engineer, who told members that "\$1,500 Routes Are Possible"; Paul Jacobsen, Wallerstein Company, who spoke on "Fabric Problems With Problem Fabrics"; Harold Reed of

Reed Cleaners, Fargo, N. D., who told how a plant in a small town uses promotion and public relations to increase business, and Al Graham of R. R. Street & Company Inc., on "The Two-Bath Method With Conductivity Control."

In addition to these speeches, delegates heard a panel discussion on "Our Antiquated 1921 Drycleaning Law," with 1953 President Henri Foussard, head of Model Launderers

and Cleaners, St. Paul, as moderator. Taking part in the panel were Cyril C. Sheehan, Minnesota Insurance Commissioner; Herb Meyer, Minnesota Deputy Fire Marshal, and Richard S. Felhaber, secretary and attorney for the St. Paul Launderers and Drycleaners Association.

The new American Institute of Laundering film, "Every Day Is Monday," was also shown to the delegates at the meeting. # #

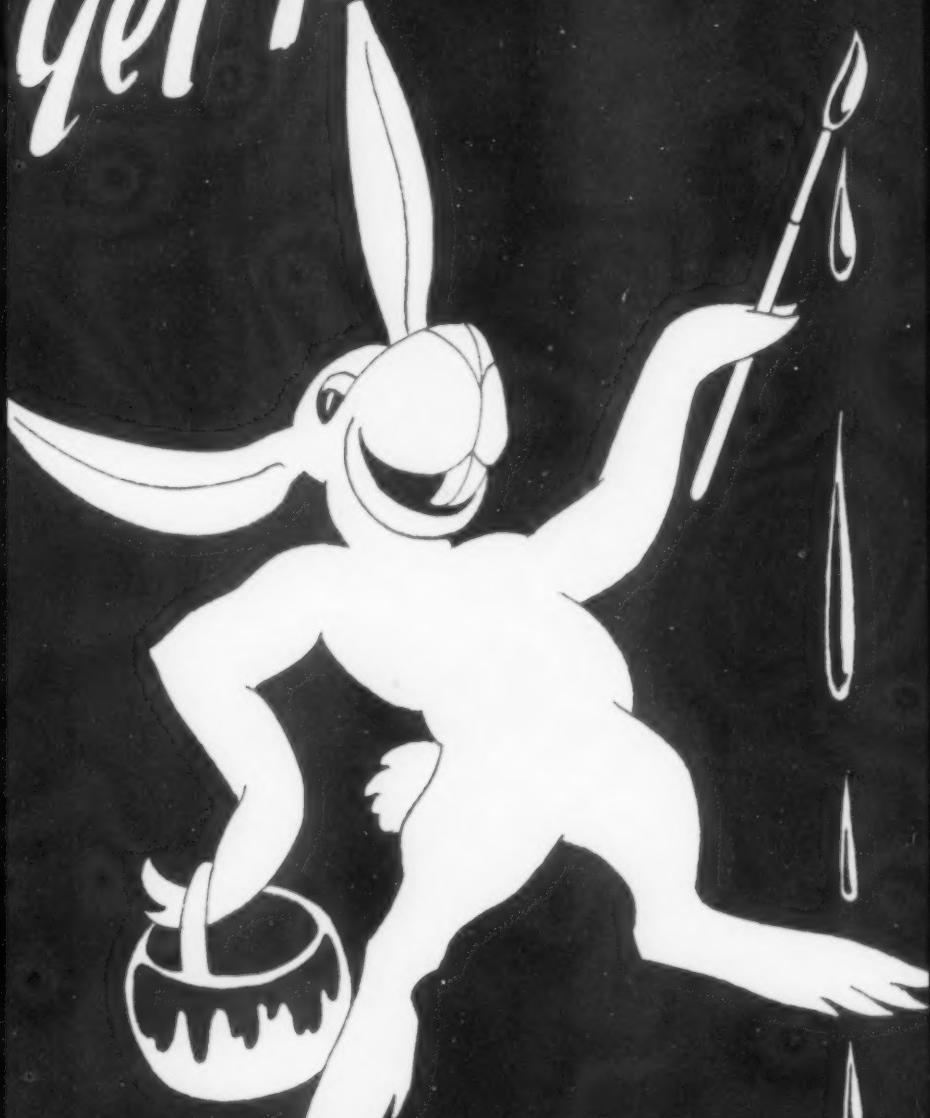


OUTGOING PRESIDENT Henri Foussard (left) congratulates successor, Russell C. Sapp. At right is new vice-president, James Brown



PANEL DISCUSSION on Minnesota's antiquated drycleaning law. Moderator Henri Foussard standing

Get Ready for



FASTER

Build Big, New Year-long Volume

LACK OF CAPITAL?

It is possible to **LEASE** a Detrex Coronet and Synth-O-Saver.
See coupon below.

DETREX CORPORATION
Dept. CC-500-a
Box 501, Detroit 32, Michigan

- Send me all the facts on how I can build bigger business and more profit with the Detrex Process.
- Send me all the facts on the new lease arrangement for the Detrex Coronet.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



... at higher PROFIT-per-unit

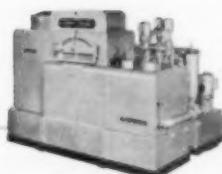
You'll handle Easter volume easier, make higher profit per garment, have fewer headaches, if you're ready with Detrex. Most important, you'll keep that volume, too. Here's why.

Because you can give fast service without sacrificing a penny of profit, you get important new volume from Easter-paraders who will want cleaning in a hurry. And, because of your superior cleaning quality, you'll keep these customers on a regular service basis all year long. Colors are so much brighter, fabrics so much softer, customers actually can SEE and FEEL the difference.

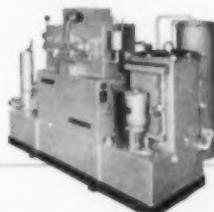
Just as important, you'll be able to handle this volume easier and at lower cost. By virtually eliminating re-runs and wet cleaning, you substantially cut your cleaning costs and boost your cleaning capacity. By reducing hand spotting to none but the toughest cases, you knock the spots off finishing costs, too. Result—more profit per unit and fewer headaches. Every single user of the Detrex Two-Bath Process backs up this statement.

Whatever your present volume, there's a Detrex unit to exactly fit your purse and your plans. Follow the lead of hundreds of operators who have switched to Detrex for a more secure business future. You can start the ball rolling by mailing the coupon at the left to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. CC-500-a.

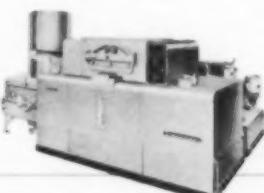
You'll BE ready with **DETREX**



DETREX MONARCH—the work horse of the industry with over 100 lbs. hourly capacity. Standard or Two-Bath Cycle.



DETREX CORONET—to build a bigger business future with low initial investment. Standard or Two-Bath Cycle.



DETREX AMBASSADOR—if BIG volume is your requirement, the Ambassador tops them all with over 200 lbs. hourly capacity with Two-Bath Cycle.



DETREX SYNTH-O-SAVER—the miser-like running mate of all Detrex cleaning machines. Puts extra profit in your pocket as it keeps your solvent cost at rock-bottom.

do
Easter Volume
EASIER

do
Easter Volume
with
**LOTS BIGGER
PROFIT**

do
Easter Volume
ALL YEAR

See DETREX Profits in Action—NEXT PAGE



Story of **BECHARD'S CLEANERS** Troy, N.Y.

Bechard's Cleaners, 11 122nd Street, Troy, New York, operated by Ken and Helen Raleigh, purchased a Detrex Two-Bath Monarch and Synth-O-Saver in September of last year.

Long-time operators of synthetic equipment, their decision to purchase a Detrex unit was, as Ken puts it, "the end result of continuously hearing the Detrex name brought up by allied tradesmen when the subject of superior synthetic cleaning was discussed."

Now in their sixth month of operation, they report that solvent consumption has been cut from the four to five drums a month used by their pre-

vious synthetic equipment to two drums with the Monarch Two-Bath and Synth-O-Saver.

Operating his equipment eight hours a day, five days a week—plus some Saturday time—Ken reports that his wet cleaning has been cut ninety percent and his hand spotting seventy-five percent. And, because the work flow is so much smoother, his pressers are turning out a greater volume of work in the same working time as usual.

Before they purchased their Detrex Two-Bath Monarch, they were employing a silk spotter and a rough spotter. Now one spotter does all the work and has time to attend to additional duties as well.

YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

DETREX CORPORATION

Dept. CC-500-a

Box 501, Detroit 32, Michigan

25 YEARS AGO.. MARCH, 1929

LOUISVILLE CLEANERS TRYING "CASH & CARRY SYSTEM". PARKING RESTRICTIONS IN DOWNTOWN AREA DRIVING PLANTS INTO SUBURBS.



"STEP-N-DRIVE" TRUCK CORP OFFERS NEW TYPE TRUCK



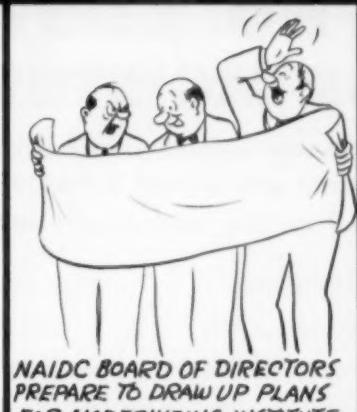
FOR CLEANERS & LAUNDERERS, A NEW PACKAGE-DELIVERY TRUCK... COMBINES HORSE & WAGON ECONOMY ALONG WITH MOTORIZED SPEED... NOW ON MARKET...

SURVEY OF 100 LOST CUSTOMERS SHOWS 82 QUIT BECAUSE OF INDIFFERENCE ON PART OF CLEANER, OR HIS EMPLOYEES.



10 YEARS AGO.. MARCH, 1944

U.S. OFFICIALS APPLAUD CLEANING INDUSTRY'S WARTIME SHOWING! INGENUITY AND HARD WORK OFFSET INEXPERIENCE AND SHORTAGE OF HELP.



NAIDC BOARD OF DIRECTORS PREPARE TO DRAW UP PLANS FOR MODERNIZING INSTITUTE... EXPECT 5000 STUDENTS NEXT 5 YEARS

GOVERNMENT FROWNS ON "POST WAR PLANNING" AS BAD PSYCHOLOGY... MAKES PEOPLE THINK THE WAR IS ALMOST OVER.



WHEN YOU'RE LAID UP...

..WHY CAN'T THE 'PEP SQUAD' FROM THE PLANT GET HEP TO THE FACT THAT YOU THE BOSS WILL NEVER BE GLAD TO HEAR THE BUSINESS IS "GETTING ALONG SO WELL WITHOUT YOU."



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

NO!... CAL'S CHARGE

**REQUIRES NO COSTLY EXTRA
GADGETS FOR MOISTURE CONTROL**

A 1½% Cal's Charge will outclean most 4% charges, and you don't need expensive controls that may or may not work after you install them. Save your money and still get the same results easily.

- NO special techniques
- NO problem to use
- NO wrinkles — extract heavily — save money
- NO static problem
- NO odor — you can use active filter aids
- NO pressure on filter
- NO lint problems
- NO soap stains
- NO oily feel
- NO harshness



**THERE'S A SPECIALIZED CALED PRODUCT FOR EVERY
DRY CLEANING NEED**

YES!

CAL'S CHARGE

IS DESIGNED ESPECIALLY FOR CHARGE SYSTEMS

You can be sure that 1½% Cal's Charge will outclean most 4% charges. Yes, you save money, in charge return after extractor . . . and get better extractions, too.

Can be used in ALL systems, all solvents

Actually DELIVERS the results other soaps have only claimed

Takes out SPOTS right at the wheel

Removes soil COMPLETELY

Leaves whites snowy white, colors like new

Is endorsed by thousands of cost-minded cleaners

Yes, Cal's Charge Saves Your Money
AND OFTEN SAVES
A CUSTOMER!

CALED PRODUCTS CO., INC.
BRENTWOOD MARYLAND

ASSOCIATION NOTES

Back to School: After a holiday recess, classes in drycleaning, sponsored by the Rochester (N. Y.) Dry Cleaning Plant Owners Association, are in session again. Conducted with the approval of the local Board of Education, the classes meet two evenings a week at the Flower City Dry Cleaning plant. Plant facilities are furnished by the Association and instructors by the Board of Education.

#

Local Elections: Phil Pittenger, Bob & Phil's Dry Cleaners, is the new secretary of the Lansing (Mich.) Dry Cleaners Association.

At its recent annual meeting, the Jacksonville (Fla.) Laundry and Cleaners Association reelected E. M. Tillman as president. Other officers are: M. J. Bono, vice-president; R. L. Padgett, secretary, and Herman T. O'Steen, treasurer. Named to the association's board of directors were: M. H. Whitelaw, Roy A. Brown, Harold F. Milton, Palmer Williams, William J. Strahan, T. M. Woodell, P. M. Burroughs and T. C. Nichols.

The Fort Wayne (Ind.) Cleaners and Dyers Association, Inc., has reelected Victor B. Townsend president. Leonard Walter will serve as vice-president and Vernon Rice as secretary-treasurer. William B. Leggett, Robert Morken and Harry Wilson were named to two-year terms as trustees.

Retail Dry Cleaners Association of Haverhill (Mass.) recently installed its new officers. They are: Ralph E. Daniels, president; Edward Zelig, treasurer; and Paul E. McEvoy, sec-

retary. Francis W. Cleary is the retiring president.

At the annual meeting of the Scotts Bluff County (Neb.) Dry Cleaners Association the following officers were elected: Carl Asp, Stevens Cleaners, Scottsbluff, president; Carroll Phagan, Spic & Span Cleaners, Morrill, vice-president; Stan Blehschmidt, Modern Cleaners, Mitchell, secretary-treasurer. Newly elected directors are: Evelyn McGuffin, Acme Cleaners, Scottsbluff; Heber Stone, Nordstrom Cleaners, Gering; Harry Heimbuck, New Modern Cleaners, Scottsbluff; Earl Sirrs, Tux Cleaners, Scottsbluff, was named program chairman.

Reelection of officers in United Cleaners and Laundry Association of Memphis, Tenn., which was formed in 1952, took place at a recent meeting. Heading the group again are: Lehman Smith, Smith & Rount Laundry & Cleaners, president; Lawrence Busby, Happy Day Laundry & Cleaners, vice-president; M. S. Biddle, Spic'n Span Cleaners, treasurer; Joseph Cortese, Krosstown Kleaners, secretary. Directors for the coming year are: E. J. Becht, Imperial Laundry & Cleaners; Herman Blumberg, Country Club Cleaners; Herman Johnson, Sampson Cleaners; Hugh Lawless, Jr., Kraus Cleaners, and C. W. Webb, Airway Cleaners.

Of the 64 plantowners in this association, nearly all had their best year in business in 1953, and they report that 1954 has started off well. The group is in the process of forming a school for the industry in cooperation with the Memphis Board of Education.



NEW OFFICERS of The Dry Cleaners Guild, St. Louis, are, left to right, front row: A. L. Reinhardt, treasurer; Joe Creely, president; Loretta Reinhardt, secretary. In the back row are the three vice-presidents, Karl Magidson, Les Rowden and Morris Kneznakoff, and Joe Frey, chairman of the board.

Clinic in Connecticut: Over 100 representatives of retail stores in Hartford, Connecticut, attended a fabric-servicing clinic on February 5. Arthur C. Stevens, president and general manager of New England Laundry Co. and a director of the Retail Trade Board, presided over the meeting. Featured speakers were Albert E. Johnson of the National Institute of Drycleaning and George Johnson of the American Institute of Laundering. Mr. Stevens introduced for the first time the new secretary of the Connecticut Launderers and Cleaners Association, Inc., Mrs. Althea Wheeler. Mrs. Wheeler has held several positions in the fashion field, including fashion director of Bamberger's, Newark; account executive with J. Walter Thompson Co., advertising agency, and advertising associate, John Wanamaker, New York City. Mrs. Wheeler was also associated with the New York Dress Institute.

#

Sectional Clinic: The first sectional clinic of the year sponsored by Illinois State Cleaners and Dyers Association was held on January 24 in Decatur.

The 300 people attending were divided into four groups, with each group assigned to a class covering the entire program: cleaning room, selling and advertising, wool finishing, fabrics and ventilation. Speakers were: Larry Porterfield, Wichita Precision Tool Co., finishing expert; Bill Madden of Fry Brothers; Oscar Howard, director of National Institute of Drycleaning; A. G. Towne, who described the Janes drycleaning plant in Decatur, and A. Langan of Nu-Pro Manufacturing Co.

The group planned tentatively to hold another clinic in March.

#

Local Meetings: Girls from the office staffs of local cleaning establishments were guests of the Bay of Quinte Division of the Dry Cleaners Institute (Ontario) on January 6. Showing of a film on telephone courtesy was a highlight of the evening.

At the January meeting of the Quad-City Dry Cleaners Guild, held in Rock Island, Illinois, Paul Jacobsen, Wallerstein Co., showed films and displayed samples of problem fabrics.

Twenty members of the Lansing

PERCHLORETHYLENE

(Dry Cleaners' Grade)



Dry Cleaners' Perchloroethylene, the non-explosive and non-flammable solvent, is now available from STAUFFER. As a supplier of Carbon Tetrachloride and other cleaning solvents during the past 30 years, Stauffer has long been familiar with the needs of the dry cleaning industry, and thoroughly appreciates the demand for furnishing the best in quality and service. A completely new Perchloroethylene plant has been built, using the last word in modern equipment. It will manufacture a grade of Dry Cleaners' Perchloroethylene meeting the laboratory tests prescribed by the National Institute of Dry-

cleaning, as well as the practical test of use in all types of machines and all dry cleaning processes.

Stauffer's 43 plants, coast-to-coast, are your guarantee of "know-how" and dependability in the manufacture of chemicals and solvents for industry. Sales offices in major consuming centers plus a network of experienced distributors assure you of intelligent service and prompt delivery. For complete satisfaction, look for the distinctive blue-striped drum. Stauffer Chemical Co., 380 Madison Ave., N. Y. 17 • Chicago • Houston • San Francisco • Los Angeles, and other consuming centers.

BY STAUFFER

(Mich.) Dry Cleaners Association braved a storm to meet at Savant Cleaners on January 27. A discussion on whether or not cleaners should charge for removal and resewing of buttons resulted in agreement to charge three cents for each button.

Over 200 people attended the latest meeting of the Knoxville (Tenn.) Laundry and Dry Cleaning Association. Neill Ridley of C. & S. Laundry, president of the association, has been working for this type of turnout of both plant operators and employees. Plant public relations as affected by employees' attitudes was the subject of a talk by O. Swarrenburger of Dixie Laundry. The meeting's other featured speaker was L. E. Francis, advertising director of Emery Industries, Inc., Cincinnati, Ohio, who discussed sales tools.

F. Davis, Parkway Laundry; A. Campbell, Service Laundry; P. Watts, U-Lika; Mrs. J. Bowers and V. Trion, Sanitary Laundry; J. Doughtery, Emery Park Laundry, and President Neill Ridley. Back row: C. Baker, Bakers Cleaners; W. Vandergrift, Jr., Perfection Laundry; F. Davis, Jr., Parkway Laundry; D. Moser, Morris-town Steam Laundry; W. M. Vandergrift, Sr., Perfection Laundry; L. Francis, Emery Industries, Inc., and O. Swarrenburger, Dixie Laundry.

President Charles G. Krumboltz presided at the January meeting of the South Texas Cleaners & Dyers Association, Inc. Speaking on telephone courtesy, R. C. Haskell of Southwestern Bell Telephone Company emphasized the telephone as a public relations medium.

Charles B. Truxal, executive secre-

The semiannual meeting of the Dry Cleaners Institute (Ontario) met in Toronto on January 23 and 24. Featured speakers at the first day's sessions were: Jack Snitzer, Century Cleaners Ltd., Toronto; F. A. Pierce, Davis Automatic Controls Ltd., Toronto; Lou Ronson, Maple Leaf Cleaners Ltd., Toronto; W. J. Coates, Sarco Canada Ltd., Toronto, and Carl Tohlan, Quality Laundry & Dry Cleaners, Detroit, Mich.

#

Finishing Schools: The California Drycleaners Association is conducting two finishing courses in cooperation with the National Institute of Dry-cleaning. The first will be held on May 1 and 2 in Los Angeles. The second will take place in Fresno, May 15 and 16.

#

Beta Chapter Meeting: As part of its alumni participation program, Beta Chapter (New York) of the NID Alumni Society featured member speakers at its January 22 meeting. These speakers were: Martin Hirshkowitz, Hudson Laundry; Mort Lesser, Adco, Inc.; William Seitz, New York School of Drycleaning, and Leon Lemansky, Professional Cleaners, Linden, N. J. Technical bulletins were distributed during the meeting.



Some of the people attending are shown in the photo above. Left to right, front row: J. M. Biddle, C. & S. Laundry; J. D. Fransisco, Parkway Laundry; H. Campbell, secretary of the association; C. Lay, Lay Cleaners;

tary of the Ohio State Association of Cleaners & Dyers was the speaker at the January 20 meeting of the Dry Cleaners Guild of Cleveland (Ohio). He discussed "Problem Fabrics and How To Handle Them."

N.I.D. NEWS

Management Course Grads: Twenty students were graduated from the twenty-seventh management course at the National Institute of Dryclean-

ing in ceremonies held January 28. James B. Dalgleish, supervisor of management course instruction, presented the diplomas at a dinner meeting. The



GRADUATES of the twenty-seventh management course of the NID: Back row, left to right: Don Peters, production management instructor; Richard D. Grace; Joseph W. DeLisle; Raymond Winkler; Harold E. Dimick; Leslie Friedman; J. J. Friedman; Edwyn L. Erb; Russell B. Morris; William L. Browne, effective presentation instructor. Middle row: C. G. Pierce, business administration instructor; Emilis G. Houston, Jr.; Robert Sayre; William E. Gossett; Richard D. Korb; Roy B. Pratt; Leon B. Harrell, Jr.; Sarkis Bogosian; Robert Howell Lee; James B. Dalgleish, instructor in supervisory techniques and methods. Front row: William Kleinman; Albert E. Berman; Marvin Miller; Fred Swick and Marshall Kadwell

four-week course covered all phases of drycleaning plant management, including production management, business administration, supervisory techniques and methods, group relations, salesmanship, effective writing and public speaking.

The graduates were: Richard D. Grace, Karstadt-Reed Cleaner, Indianapolis, Ind.; Joseph W. DeLisle, Profile Cleaners, Littleton, N. H.; Raymond Winkler, Rehorst Cleaners, Rocky River, Ohio; Harold E. Dimick, Dimick's Brightwood Cleaners, Indianapolis, Ind.; Leslie Friedman and J. J. Friedman, Bon Ton, Ridgewood, N. J.; Edwyn L. Erb, Erb Cleaners, Geneva, Ohio; Russell B. Morris, Morris Cleaners, Ulrichsville, Ohio; Emilis G. Houston, Jr., Morgan's Cleaning & Laundry, Inc., Decatur, Ga.

(Continued on page 82)

SIMPLEST, Push-Button DIRECT DRIVE WASHER

The WESTERN MODEL 500 Dry Cleaning Washer DIRECT Motor Drive

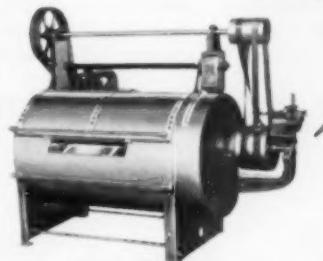
Why? Simplicity of design—entirely operated from Finger Tip Push Button Controls. Less moving parts—One end V-Belt Drive—No extra belts or countershafts to wear or adjust. Only 3 places to oil. No adjusting or replacing necessary for the duplex trunnion shaft seals. Rigidly mounted anti-friction type outboard bearings assure positive alignment. Metal cylinder with greater agitation. In 30 x 36, 30 x 48, and 36 x 54 in. sizes.



**Other WESTERN Washers
and Extractors to Suit
Every Requirement!**

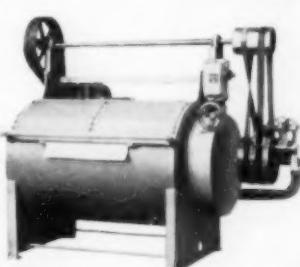
Western Model 500 Belted Motor Drive

The easiest operated, most practical "One Hand Lever Control" Machine you can buy. Ruggedly built for lasting service. In 3 sizes.



Western Model 50 Belted Motor Drive

Incorporates all the design of the Model 500 and many of the operating features. Choice of wood or metal cylinder. 3 sizes available.



Western Extractors

Solid curb. Motor driven safety equipped. 3 sizes, 20", 26", 30". Both laundry and drycleaning types.



Yes, the complete modern Western Dry Cleaning Washer and Extractor line offers any plant, anywhere, the size and type of unit needed to fit their requirements. Compare any Western-built machine for ruggedness, compare it for operating economy, compare for design and performance—then check the price. You'll be amazed and completely satisfied on what your dollar will buy when you buy Western—truly the equipment designed with the dry cleaner in mind. Get the full facts before you buy—compare Western equipment now.

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Starching Summary

Types of starch, methods of preparing and applying in the shirt department

By HENRY MOZDZER

THE QUALITY OF STARCHING often controlled the reputation of a laundry in the Gay Nineties, when stiff collars and starched petticoats were in high fashion. Times and styles have changed but while customers are less exacting in their starching requirements, they still expect a job which is a source of comfort and pride. In order to give it to them, the cleaner should know something about starch and its use in the shirt laundry.

Starch is used to seal the plies and pores of material, to add body to fabrics and improve garment appearance. Starch-coated fabrics tend to limit soiling to surface areas so that in the next laundering they are easier to wash. Also, starched materials can be ironed faster and stay fresh-looking longer.

The terms "sizing" and "starching" are often used interchangeably. The principal distinction between the two lies in the degree. Thus, sizing refers to the use of a light film of starch to lay the nap and smooth the fabric, while starching implies the use of more generous quantities and heavier applications.

Types of Starch

Grain starches—corn and wheat—are those most often employed in the laundry but occasionally some use is made of the root starches—potato, sago, tapioca, etc. Most of the better grades of laundry starches are combinations of the two grain starches in varying proportions, depending on the purpose for which they are to be used.

Corn starch produces a firm body. Wheat starch produces finish with pliability. It has the ability to resist moisture longer than other starches

and is dazzling white in color. By combining the two, the best characteristics of each are retained, giving body and pliability with finish and wearability.

Raw starches are naturally thick-boiling. They may be processed, however, and made into thin-boiling starch. By further treatment the manufacturer can convert either the thick or thin types of starch so that they are noncongealing.

Thick-boiling starch is used in plants where rigid economy is desired. Such starches depend on the mechan-

ical action of a washwheel to pound and force the thick emulsion through the fabric and coat it. When dealing with this type of starch in diluted form, care must be taken to see that it does not congeal in formations which can cause highlights and smears.

Thin boiling, noncongealing starch is the most popular variety used in commercial laundries. When cooked to formula strength it is most fluid and penetrating, enabling the operator to handle it with ease and still produce the best results.

It should be mentioned that the temperature at which a starch is applied can influence its penetration abilities. All starches penetrate more quickly when hot. The modern thin-boiling, noncongealing type has the advantage that it can be used at room temperature with good results in most classifications. Where an exceptional degree of stiffness is required, however, it is necessary to use hot starch in concentration.

Once you have selected a starch which meets your specifications, the next step is to cook it properly.

Preparation

Starch should be weighed, not measured, as the bulk density of various starches varies greatly. Weighing



"This morning I bumped the control panel with the extractor basket, and ever since the shirt loads have come out folded!"

**Want Clean Solvent?
Low Filter-Pressure?
Rapid Flow?
Less Soap Loss?**

try new
SUPER-SPEED

3 WAYS BETTER . . .

1. CYCLONE CLEANED for uniform particle-size with a minimum of "fines" means less filter plugging, lower pressure, longer useful life.

2. KILN-FLUXED WITH SODA ASH for surface slickness means speedy flow-rate at any soap concentration.

3. SNOW-WHITE AND SPONGY means clean solvent with low soap loss . . . in batch or charged-system operation.



Next time, tell your jobber's salesman you want to try economical
FILT-R-FAST . . . the super-speed filter powder **guaranteed**
by the makers of **MAGNESOL***

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also insures uniform strength from batch to batch. As a general rule, non-congealing starch is prepared on the following basis:

To Make	use	Thin-Boiling Starch (at 8 oz. per gal.)	or	Thick-Boiling Starch (at 5 oz. per gal.)
10 gals.		5 lbs.		3 lbs. 2 oz.
15 gals.		7½ lbs.		4 lbs. 11 oz.
20 gals.		10 lbs.		6 lbs. 4 oz.
25 gals.		12½ lbs.		7 lbs. 13 oz.

After the starch has been weighed out, it is placed in a bucket of warm water and large lumps are broken up so that a thick paste is formed. Hot water should never be used at this point. In order to do its job properly the starch granule must swell and burst. If hot water is used, the outside of the starch granule becomes tough and sticky and does not burst as it should.

Warm water in the amount of half that required in the finished solution is then placed in the starch cooker and the thick paste poured in and thoroughly stirred with a paddle. The steam line to the cooker is then opened and the mixture stirred until boiling starts. Boiling should be continued for 20 minutes; then the steam should be cut off to prevent dilution. Severe overboiling thins the starch while undercooking makes it gummy.

After the cooked starch solution has been allowed to settle for a few min-

utes, a sufficient amount of cold water should be added to give the required amount of finished solution. The whole mixture is then stirred once again to

followed and care should be taken to make each batch in the same way. The starch cooker should be large enough to contain the requirements of at least half the day's work.

When the stock solution has been prepared, the next step is to decide on how it will be used. Surveys of customer preference with regard to shirts indicate that about 85 percent are satisfied with a medium starch, 5 percent with heavy starch and 10 percent with no starch.

While starching practice varies, the table below gives some of the solutions recommended for various starch classifications.

For rayons and silks a size may be prepared by mixing a solution consisting of one part boiled starch and 14 parts water.

These proportions may be varied to find the classification which best suits your customer requirements. Increase or decrease the amount of starch used, if necessary, to meet local conditions or special requirements as to weight and body of shirt work.

(Continued on page 82)

For Cottons	Use a Solution of
Light Starching	1 part boiled starch to 7 parts water
Medium Starching	1 part boiled starch to 5 parts water
Heavy Starching	1 part boiled starch to 3 parts water

STARCHING SUGGESTIONS

How to keep starch from turning brown in the finishing operation:

This color change is often caused by alkalinity of the water used in cooking. The higher the alkaline reading of a solution, the greater the density of starch and the more apt it is to congeal. On being heated, congealed starch will turn yellow or brown. A small amount of a safe sour may be added to each batch where the alkalinity of water is high, but the pH must not be reduced below 5. Excessive souring may cause sticking of starched work.

How to prevent starch from accumulating on press heads and cover cloths:

Improperly cooked starch is nearly always the reason for this condition. Be sure to boil starch for at least 20 minutes. And always begin the process using warm, not hot, water. Other factors which might bring this condition about: insufficient rinsing or faulty souring.

How to brighten a copper cooker which has turned dark inside:

Clean the cooker and fill it with water. Add several pounds of sour and heat (do not boil) the water, then

let it stand for at least 30 minutes. Copper hydroxide, which causes the discoloration, will gradually release itself from the walls of the cooker, and rinsing will make the cooker bright again.

How to keep starch from blistering and buckling:

This condition is brought about by overcooking, which tends to thin and weaken starch. Do not boil much longer than 20 minutes.

How to prevent formation of heavy scum on top of a starch solution:

Keep top of cooker covered with a damp cloth.

How to freshen browns and tans:

Some laundrymen add small quantities of strong, clear tea and obtain satisfactory results.

A word about lubricants:

Most manufacturers place enough sulphonated wax or sulphonated castor oil in their product to make it function properly. You should depend on the maker's knowledge in this respect, for lubricants used in excess will retard the penetration of starch and make the starched work too pliable.

A touch of the hand AND THE HEAD COMES DOWN!

New ACECO Air-Driven Press gives you fine pressing faster . . . the natural way!

See the convenient Bar Handle Control on the Head of this new ACECO Air-Driven Press!

Operator simply places hand on the Bar Handle Control and the head comes down, quickly, easily! No fumbling for buttons . . . no complicated gadgets to push, pull or turn . . . *no new movements to learn!* Both "old hands" and beginners can turn out more and better work, faster, with less effort!

While head is coming down, finger-tip pressure on Double-Handle Steaming Control starts steaming from head. Saves lost motion, speeds up pressing.

It's safer, too! Both the Bar Handle and the Pressure Treadle (for high pressure) Controls are interlocked. Prevents accidents by operator stepping on treadle while hand is on buck. avoids costly damage to garments by operator leaving press with head sealed.

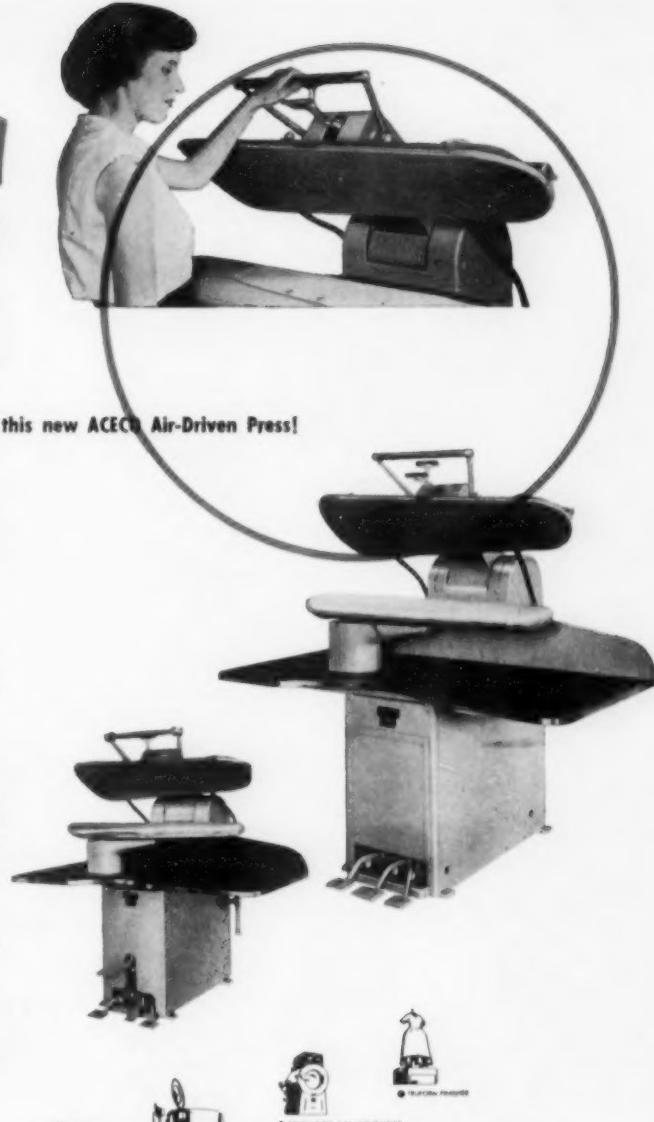
Give *your* customers letter-perfect pressing plus fast service . . . with Aceco's new Air-Driven Dry Cleaning Press. Write today for Catalog BK 120-002.

Aceco also makes a fine foot-operated dry cleaning press. Both air-driven and foot-operated Aceco Presses are furnished in Utility, Mushroom and Pants Leg models, either air or steam vacuum.

World's Largest, Most Complete Line of Laundry and Dry Cleaning Equipment



• POKE AIR DRY CLEANING TUMBLER



You can depend on this man

He's your American Representative, well-trained in dry cleaning operations. As he represents the World's *Most Complete Line of Dry Cleaning and Laundry Equipment*, you can rely on his unbiased advice in your selection of equipment that's *just right* for you.

Your American Representative can help solve your production problems because he provides you with American's many years of experience in planning and equipping dry cleaning and laundry plants. Contact ACECO for his specialized assistance at any time without obligation, of course.

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Cincinnati 12, Ohio Division of the American Laundry Machinery Co.

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(Continued from page 80)

Colored shirts require some 10 to 15 percent less starch.

When shirts are washed in nets figure each net as two shirts and make the proper allowance for the amount of starch to be used.

Application

Starch may be applied to fabrics by hand-dipping, machine starching or starching in the wheel.

Hand dipping: As the term implies, the shirts are dipped by hand into a vessel containing starch solution which has been diluted down to desired strength. The shirts are extracted before and after the starching operation.

Machine starching: Starching machines are sometimes used to speed the task of starching collars and cuffs. Machine starching accomplishes the same ends as dipping by hand but it is less messy, and excess starch is removed by squeeze rollers.

In both hand and machine dipping each shirt is handled individually. Hence, it is possible to give the customer exactly the finish he wants.

Starching in the wheel: The practice of starching right in the washer has become standard procedure in most plants because it enables the operator to starch the whole load in one operation with great uniformity. Excellent results may be obtained by this method.

While some starch may be wasted as the wheel is dumped and the load extracted, this disadvantage seems to be overbalanced by the savings in time and labor. Extra individual handling of pieces is avoided.

There are three methods by which shirts may be completely starched in the wheel:

1. Starch in the same wheel in which the shirts have been washed, during the last rinse or bluing process. The water in the cylinder is dropped to a low level and the required amount of starch solution added to the wheel while it is turning toward the operator.

2. Starch in the same wheel in which the shirts have been washed but after the washing process has been completed. The water is drained from the wheel, the wheel is stopped and the required amount of starch solution is poured directly over the shirts.

3. Starch in a separate wheel. After the washing process has been completed the shirts are pulled, extracted and transferred to a separate wheel. The procedure from this point on is the same as in the first method described above.

Each of these methods, when followed properly, will result in a high

standard of uniform quality. Use the one which best fits the production setup in your plant.

Fabrics have only a slight affinity for starch in solution. Hence, time and agitation are required for the proper penetration of starch into the fabric. It usually requires at least 10 minutes to obtain satisfactory penetration of starch into a load of clothes, and tests have indicated that starch continues to be absorbed up to 15 or 20 minutes. Generally, the 10-minute period has been found satisfactory for wheel starching.

When a load consists of heavy, medium and no-starch shirts these may easily be handled in the following manner, using a medium starch solution in the wheel. First, the no-starch shirts are removed from the load and the remainder receive a 10-minute starching. Those requiring heavy starching then receive an additional 5-minute starching in the wheel or are dipped.

To maintain the stiffness of collars and cuffs and keep shirt bodies light, follow the starching operation with a quick rinse by raising the water level and dumping it immediately while the wheel is in motion. This removes much of the starch from the single-ply parts of the garment without greatly affecting the heavier parts. Where extra-heavy collars and cuffs are desired, those areas may be given a separate immersion in a bath of stiffer starch.

Colored shirts, if washed in a fast-color classification, may frequently be starched in the same starching bath that was used for the white shirts. The colored shirts are added to the washer after the white shirts have been removed and are run for 10 minutes.

After starching, all shirts should be extracted until just a trace of water comes from the extractor. The time required will depend on the speed of the extractor and the weight of the load.

Finishing

Starched work should always be ironed while still damp; otherwise it will lack a smooth finish and rough dry work results.

Fabric stiffness is greatly influenced by the amount of pressure used on finishing equipment. The greater the pressure, the stiffer the finish obtained. It is actually possible to produce a starched effect on garments just by using steam and pressure. In fact, this is one reason why cleaners are often wrongly accused of starching oxford shirts when they used no starch at all. Normally, the "pressure" size is temporary and does not take the place of starching. # #

N. I. D. News

(Continued from page 76)

Also, Robert Sayre, Hazel Park Cleaner, St. Paul, Minn.; William E. Gossett, Gossett's Cleaners, Lincoln, Ill.; Richard D. Korb, Pearl Laundry and Cleaners, Evansville, Ind.; Roy B. Pratt, Marshall Drycleaners, Conneaut, Ohio; Leon B. Harrell, Jr., Modern Laundry and Drycleaners, Wilmington, N.C.; Sarkis Bogosian, Bogosian Brothers, Brockton, Mass.; Robert Howell Lee, Jernigan Cleaners, Mt. Rainier, Md.; William Kleinman, Childs Cleaners, Los Angeles, Calif.; Albert E. Berman, Pekin Cleaners, Peabody, Mass.; Marvin Miller, Thrifty Cleaners, Hartford, Conn.; Fred Swick, Swick Cleaners and Launderers, Bridgeport, Conn., and Marshall Kadwit, Spic and Span Drycleaners, Milwaukee, Wis.

The Institute has announced that the next management course is scheduled for March 28 to April 23.

#

New Bulletins: In the NID series of supervisory techniques bulletins, S-15 deals with employee training and the job of the supervisor as teacher. The importance of making a job breakdown and using visual aids is emphasized.

How to handle knitted garments is the subject of bulletin P-9 in the series on practical operating tips. The bulletin gives precautions to be observed in the marking department and suggestions for petroleum and synthetic drycleaning.

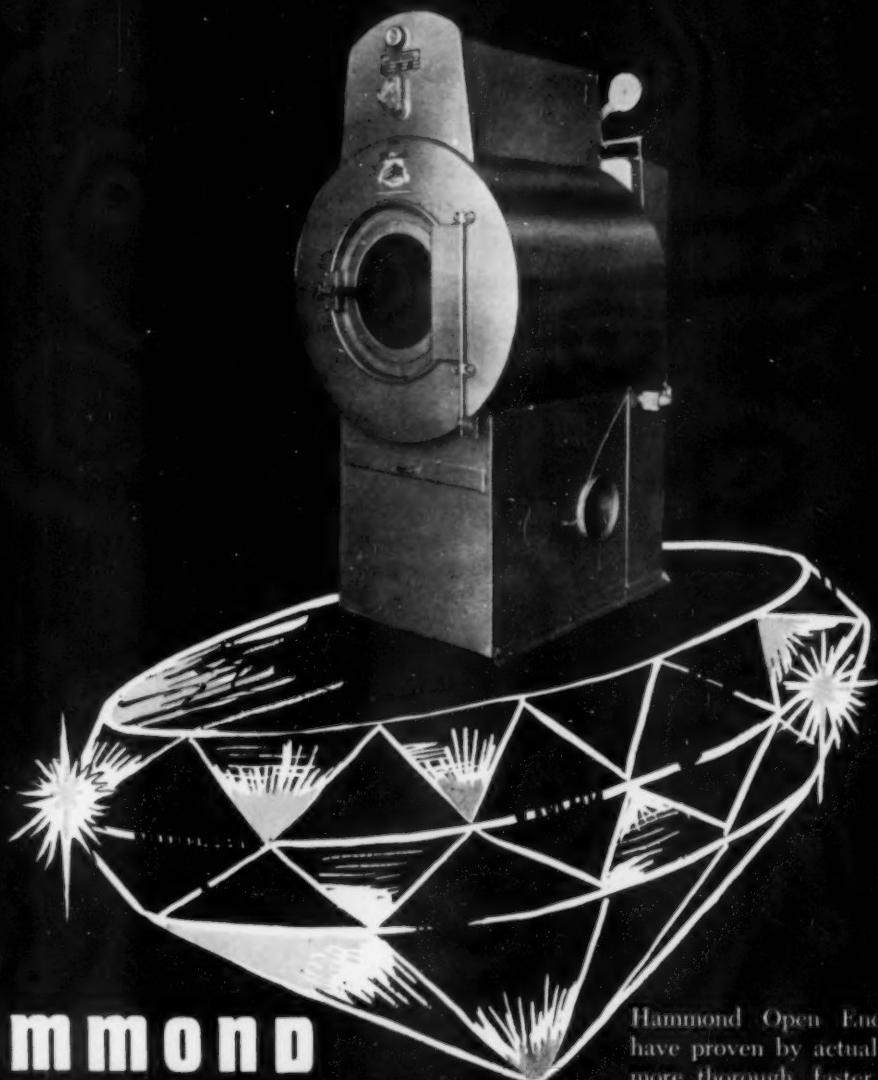
Technical bulletin T-318 tells how to dryclean felt. Results of NID tests are included. Cleaning soft wools and wool gabardines in charged systems is the subject of technical bulletin T-319, which emphasizes the fact that gabardines fuzz easily when exposed to too much moisture and mechanical action.

#

Conference for Associates: NID's third educational conference for associate members is scheduled for April 25 to May 1. Daily sessions of this intensive one-week course are expected to run from 7 a.m. to 4 p.m., resuming at 7 p.m. to 8:30 p.m. Since the course is limited to 30 and there are applicants on a waiting list from the last course, the NID advises anyone who is interested to sign up early.

#

A Jewel of Performance . . .



HAMMOND OPEN END TUMBLER

Hammond Open End Tumblers have proven by actual tests to be more thorough, faster, and easier on fabrics. Famous the world over for low operating and maintenance costs during years of uninterrupted service.



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LAUNDRY-CLEANING MACHINERY CO.
HAMMOND, ILLINOIS, WACO, TEXAS



A New Look at the Charged System

From a panel discussion at the 45th Annual Convention of the National Institute of Drycleaning, Washington, D. C., February 14, 1954

How Well Is It Working?

IS THE CHARGED SYSTEM really doing a job? Is it here to stay? Is the two-bath system any better, or is it just a passing fad? Many of our members ask us such questions.

For a long time we at NID have been trying to devise a satisfactory test bundle service. A test bundle that we could send out to you and that you could dryclean and return to us, so we could tell you what kind of a cleaning job you are doing.

We started last fall by furnishing test bundles to the Institute plant, which of course operates a number of different types of equipment and uses a variety of detergents. Our first results were both surprising and disconcerting—they showed that a number of the cleaning systems in the Institute plant were not producing the grade of cleaning that had been expected from them. However, by changing its cleaning processes and using the test bundles as guides, the Institute plant was able to make sub-

By **GEORGE P. FULTON**

Research Director, NID

uated it and sent him a report. We then sent the member a second test bundle.

From these test-bundle reports we have tabulated some figures. The tabulation includes 152 test bundles—two from some plants, one from other plants. Bear in mind that in sending out these test bundles no thought was given to the location of the plant, the type of solvent it used, the type of detergent it used, or whether we thought results from the plant would be good or poor. Our figures merely represent 152 test bundles.

Redeposition of Soil

I think everyone will agree that in a drycleaning process it is very important to minimize redeposition of

soil. To put it another way, it is important to have good whiteness retention. Redeposited soil not only makes garments look dingy but also interferes with spotting. If spotting a drycleaned garment makes a small area look whiter, it slows down the spotter and often the garment must be wetcleaned.

We attached a number of white swatches to our test bundle to measure redeposition of soil. The figures I will give are taken from swatches of white rayon.

On each test-bundle report we put a scale to show the degree of graying. If graying is less than 2 percent we call it excellent. If it is between 2 and 3.9 we call it fair. We feel that graying in the range from 4 to 5.9 is undesirable. Long experience has shown that graying in this range often causes light areas on garments when they are spotted. Moreover, garments don't look very bright when graying is between 4 and 6 percent. If graying is more than 6 percent the garments look noticeably dingy and customer complaints may arise.

Now let's see how our 152 test bundles fell on this scale. Twenty-eight percent of them were in the excellent range and 43 percent in the fair range. Thus 71 percent of them did rather well. Eighteen percent of them, however, were in the 4 to 5.9 range and 11 percent of them had graying above 6. We doubt whether the plants that sent in 11 percent had any idea they were putting this much soil back onto the garments.

The 152 test bundles included 60 from two-bath charged systems, 68

Amount of Graying	Not Using Charged System	Using 1-bath Charged System	Using 2-bath Charged System	Average of All Plants
<u>Over 6%</u>				
Dingy customer complaints	21%	13%	5%	11%
<u>Between 4.0 and 5.9%</u>				
Garments not clear Spotting makes light areas	25%	19%	15%	18%
<u>Between 2 and 3.9%</u>				
Fair	37%	52%	35%	43%
<u>Below 2%</u>				
Excellent	17%	16%	45%	28%

stantial improvements in its cleaning processes.

We now felt ready to branch out further on this test-bundle venture. We decided to send a test bundle to those members who had previously written requesting such a service. After the member drycleaned the test bundle and returned it to us we eval-

Removal of Water-Soluble Soil	Not Using Charged System	1-Bath Charged System	2-Bath Charged System
Over 40%	None	None	15%
30 to 39%	None	3%	18%
20 to 29%	4%	19%	13%
10 to 19%	21%	37%	39%
Below 10%	75%	41%	15%

from one-bath charged systems, and 24 from plants using no charge. The average for plants using a two-bath charged system was 2.4 percent; the average for plants using a one-bath charged system was 3.6 percent, and for those using no charged system was 3.9 percent. Under "two-bath systems" I am including systems with a wash and rinse whether it be in a washer-extractor or in an extractor-rinse process.

Here we have divided the 152 test bundles into three groups depending upon the type of process used. Note that there are some from each type of process in both the poorest range—above 6, and in the excellent range—below 2. There is a larger percentage of those using the two-bath process in the excellent range. We believe the main reason for this is that most two-bath systems operate with continuous filtration, whereas many one-bath charged systems, and systems using no charge, use a fairly long batch run, which of course contributes to redeposition of soil. This may also be the reason that only 5 percent of the test bundles cleaned in two-bath systems had graying over 6 percent. The fact remains, however, that despite the use of excellent equipment and the use of various systems for controlling moisture injection, some of the two-bath plants did show excessive graying.

Water-Soluble-Soil Removal

We believe that the main advantage of the charged system is in removing water-soluble soil. For many years drycleaners have achieved both excellent whiteness retention and high removal of insoluble soil without using a charged system—for example with paste soaps. The charged system, however, adds removal of water-soluble soil. Our own experience, and also that of many plants in the field, indicates that removing water-soluble-soil cuts down on spotting and wetcleaning. Thus if the charged system is really doing a job it must be removing more water-soluble soil than the old fresh-soap-to-each-batch system.

In our test bundle report we include a scale to show removal of water-soluble soil. The higher the plant is on this scale, the more water-soluble soil it is removing. It is difficult to explain the exact significance of this scale, for we don't know it that accurately. However, our experience indicates that if removal of water-soluble soil (from this particular test swatch) is below 10 percent, it is not enough to appreciably cut down on spotting or wetcleaning. Somewhere in the next bracket, perhaps around 15 per-

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cent removal, we reach a point where water-soluble-soil removal begins to reduce spotting and wetcleaning. When removal of water-soluble soil gets over 20 percent, we feel fairly certain that a great deal of spotting and wetcleaning is being eliminated. These figures are, of course, merely estimates and are based on the particular salt swatch we use in this test bundle.

Now let's see how the plants rated on removal of water-soluble soil—first the plants that were not using a charged system. None of these plants showed removal of over 30 or over 40 percent. Four percent of the test bundles removed between 20 and 30 percent of the water-soluble soil. Twenty-one percent of them removed between 10 and 19 percent of the water-soluble soil, and by far the great majority of them (75 percent) removed less than 10 percent of the water-soluble soil.

This does not mean that the 75 percent were not doing a good cleaning job for their customers. They may have been getting good removal of insoluble soil and excellent whiteness retention. However, they were not removing enough water-soluble soil to appreciably reduce spotting and wetcleaning.

Now let's see how these plants compared with those that were using a charged system but using a one-bath process. Sixty-eight of the test bundles were from plants using a one-bath charged system. Again none of the test bundles removed over 40 percent. Three percent of them removed over 30 percent of the water-soluble soil. Nineteen percent removed between 20 and 29 percent. Thus we have 3 plus 19 or 22 percent of the test bundles from one-bath plants removing a considerable amount of water-soluble soil—certainly enough to cut down substantially on spotting and wetcleaning. Many of these plants were certainly producing excellent work.

Some of the plants using the one-bath system did not do so well. Note that 41 percent of the test bundles removed less than 10 percent of the water-soluble soil. Certainly they are not achieving the results that are normally expected in a charged system.

Now let's look at the results of the 60 test bundles from those plants using a two-bath charged system. These include, of course, both synthetic solvent and petroleum solvent plants, and include both washer-extractors and extractor-rinses.

Fifteen percent of these test bundles removed over 40 percent of the water-soluble soil. Eighteen percent of them removed between 30 and 39 percent. Thus there were 15 plus or 33 percent of the test bundles from plants using two-bath systems that removed more than 30 percent of the water-soluble soil. Is the two-bath system here to stay? We rather surmise that the plants that sent in this 33 percent are rather enthusiastic about it.

Thirteen percent of these test bundles removed between 20 and 29 percent of the water-soluble soil, 39 percent removed between 10 and 19 percent, and 15 percent removed less than 10 percent of the water-soluble soil. There is no question but that the highest removal of water-soluble soil we have seen has been from plants using the two-bath system. However, even with the two-bath system, there

were 39 plus 15, or 54 percent of the test bundles that removed less than 20 percent of the water-soluble soil.

I think the figures speak for themselves in showing that with a properly operated one-bath system it is quite possible to achieve better water-soluble-soil removal than this. Certainly the two-bath plants that sent in the lower 15 percent—that removed less than 10 percent of the water soluble soil—cannot be too happy with the two-bath process. Unless they can improve their process they will certainly eventually lose interest in two-bath cleaning. We hope through our test-bundle service we can help many of them improve, just as we have helped the Institute cleaning plant.

We have studied back through the reports and attempted to find out just why this 15 percent of the test bundles cleaned in two-bath systems were so poor in removal of water-soluble soil. However, the rather meager data we have do not allow us to put our finger on the cause of the trouble. Many plants with the highest removal of water-soluble soil used some instrument for controlling the moisture level in the solvent—yet some of the plants removing less than 10 percent used similar instruments. We can't pin it down to any one detergent for we have both good and poor results with several products.

However, if these test bundles are typical of the plants in the industry, then we can only assume that there are many plants that have not yet learned how to get the most out of the charged system. # #



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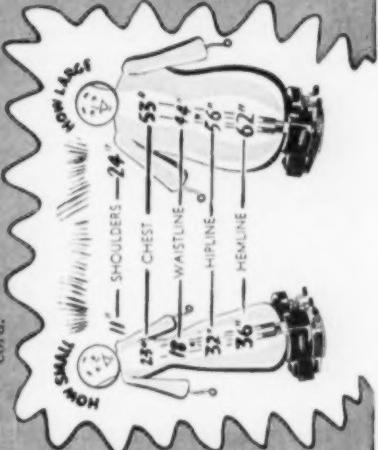
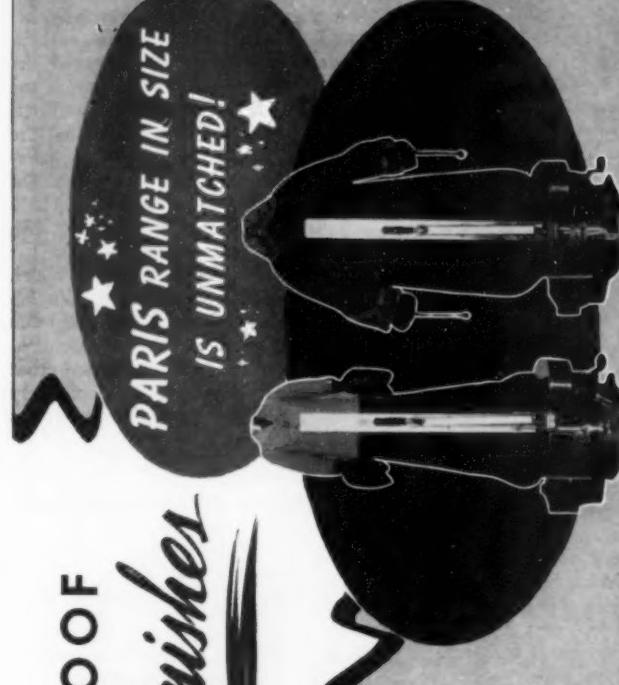
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THE CHARGED SYSTEM—

How It Works Profitwise

By C. G. PIERCE

ABOUT FIVE YEARS have elapsed since the advent of the charged system as we know it today. In this period the concept of drycleaning has changed considerably, and with this new method, a variation in the cost structure is definitely indicated. The question of cost is of vital interest to every plantowner competing in today's market.

The Institute receives a constant stream of letters inquiring about all phases of operation. By far the greatest number of these inquiries contain some form of question related to the charged system. Many of the questions can be answered satisfactorily with information available from research or actual operation, but occasionally one is received which poses a problem tied in with some particular operation in the field.

To obtain a basis for a better understanding of these problems, we prepared a questionnaire which was mailed to all members of the Institute.

The success of this effort was greater than we had anticipated, for we received slightly more than 1,000 of the questionnaires with some or all of the information we had sought. The figures which I have compiled cover 800 of these questionnaires, the others arriving too late to be processed.

On the questionnaire, we sought answers to many general questions covering various phases of operation. These embodied such items as type of equipment, method of employing the charge, percentage of charge, etc.

In one part of the questionnaire, we asked the member to evaluate certain results of his operation with the charged system, as compared with the previous fresh-soap-to-each-load method of cleaning. We were primarily concerned with cost of operation in this portion of the questionnaire, such as cost of solvent, detergent, filter powders, etc., and with the results obtained, such as percent of passups, spotted pieces, reruns and wetcleans.

In this portion of the questionnaire, the information was very disappointing. Only 30 percent of the answers contained any information at all; the other 70 percent were either blank or contained only the words "This information not available." Less than 9 percent of the questionnaires contained any information on cost. I cannot help wondering if this figure represents the percentage of plants that normally keep cost figures. It would appear that this is true, and if so it is a situation which needs reappraisal. If the stating of these figures will stimulate an interest in better cost control, the effort we have made to compile this information will not have been wasted.

Type of Plant

	No.	Percentage
Synthetic	168	21%
Petroleum	608	76%
Both	24	3%

Percentage of Charge

Percent plants	Percent charge
40%	1/4 - 1%
10	2-3
50	4

There was very little significant difference in percentage of charge used when these figures were broken down separately into synthetic and petroleum categories.

We requested figures relating to the use of the extractor rinse. Fifty-five plants reported using this method; this would represent 18 percent of those plants using 4 percent charges in petroleum solvent.

We wished to determine the number of plants employing washer-extractor combinations with the charged system. The reports showed 141 synthetic plants or 84 percent, and 30 petroleum plants or 5 percent. This falls within the scope of what we expected, although the number of synthetic plants should be closer to 100 percent since most machines manu-

factured for synthetic cleaning are of that type.

A very interesting observation became apparent in light of our research program, for when we averaged the time allotted for the soap cycle in the two-bath method of cleaning with the charged system, it was found that the length of cycle for synthetic averaged 8 minutes, and the length of cycle for petroleum averaged 15½ minutes.

We have always known that the problem of distillation was one which has caused considerable concern, so we asked for this information on the questionnaire. Thirty-five percent of the plants reporting signified that they were having difficulty in properly distilling solvent, and they listed their problems as follows:

Foaming
Cloudy solvent
Colored solvent
Slow distillation
Excessive residue
Increase in still cleaning

Many of the letters of inquiry received requested information concerning such problems as shrinkage, odors, color transfer and wrinkling. The questionnaire confirmed our opinion that these problems were of minor occurrence with the exception of shrinkage. Approximately 6 percent of the total plants reported problems with odor, color transfer and wrinkling.

Shrinkage problems seemed to have a significance inasmuch as they appeared to be tied in with humidity. Because of this the country was divided into four sections, the results showing the average for each section as below:

	Synthetic	Petroleum
Eastern	5%	32%
Midwest	5%	25%
South	20%	37%
West	0%	18%

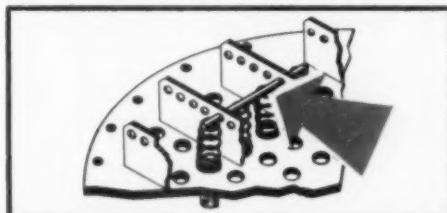
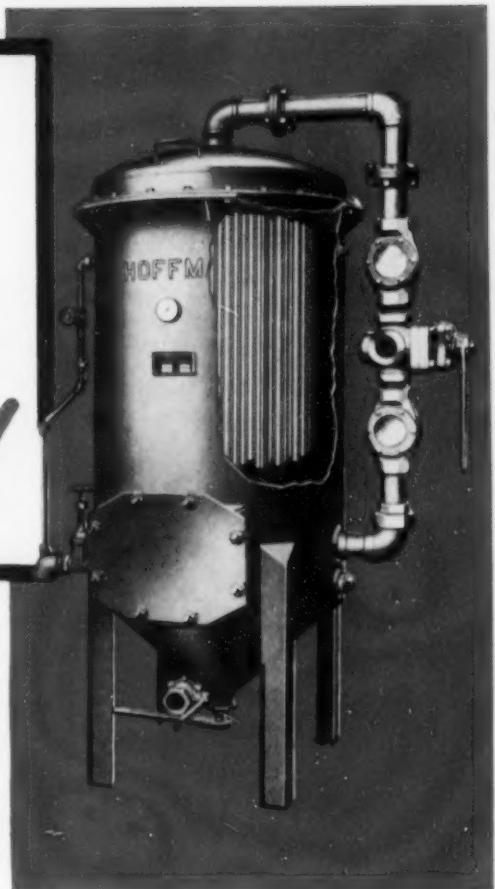
It can be seen that shrinkage appears to be greater in areas where the relative humidity is known to be higher over longer periods of time. It also appears that shrinkage occurs more frequently in petroleum systems than in synthetic.

Of the above percentages, it is only fair to say that in many cases it was indicated that shrinkage occurred only periodically, and many stated that they had learned to overcome this problem.

Students of the past few classes have evidenced a particular desire to know about relative humidity in dry-cleaning solvents and the devices used to measure moisture injection. Consequently, we have done considerable

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study and research on this problem, and our current course of instruction includes this type of information.

It is logical that we should attempt to find the degree of acceptance of such devices in the field, so this question was asked on the questionnaire. The reports showed 14½ percent of the synthetic plants were using some type of moisture control device, and that 24½ percent of petroleum plants were using it.

Of especial interest were the figures which we tabulated relative to cost and evaluation. These figures were compiled carefully to present the picture as it was actually reported.

Solvent Cost			Evaluation of Results		
Per 100 pounds cleaned			Per 100 pounds cleaned		
	Synthetic	Petroleum		Wetcleans—3 pieces per 100	Spotted pieces—52 pieces per 100
3/4 % to 1 %	\$1.60	\$4.49		Possups—60%	Reruns—6%
2 % to 3 %	1.35	.47			
4 %	1.50	.51			

Detergent Cost			Evaluation of Results		
Per 100 pounds cleaned			Per 100 pounds cleaned		
	Synthetic	Petroleum		Wetcleans—3 pieces per 100	Spotted pieces—52 pieces per 100
3/4 % to 1 %	\$.55	\$.47		Possups—60%	Reruns—6%
2 % to 3 %	.57	.56			
4 %	.59	.50			

Filter Powder Cost			Evaluation of Results		
Per 100 pounds cleaned			Per 100 pounds cleaned		
	Averaged 6¢ (both)			Wetcleans—3 pieces per 100	Spotted pieces—52 pieces per 100
				Possups—60%	Reruns—6%

In evaluating results it was quite apparent that a large percentage of the plants were pleased with the results they were obtaining. Some comment such as "best cleaning we've ever had" or "much better than before" and "has practically eliminated wetcleaning" were found on nearly all reports. In fact, only a half dozen reports indicated real displeasure with the charged systems. # #

THE CHARGED SYSTEM—

How To Make It Work Better

By JOHN IRELAND

ONE OF THE SECRETS of good drycleaning has always been the proper classification of garments prior to drycleaning. You no doubt have read and perhaps have been told that by using a given product or piece of equipment it is possible to eliminate classification. In other words, the charged system makes it possible to have only one classification and that is "fabric." This we do not believe is the case.

First and perhaps the most important reason why we classify garments is redeposition of soil. It is possible to have a garment leave a cleaning plant dirtier than when it was brought in by the customer. The second reason is lint. Linting is more likely to take place in the tumbler than in the washer. The third reason is to protect items of a fragile nature.

In the classification of wools, there are three general classifications which will be adequate in maintaining whiteness retention. The first would be whites, lights and pastels. We have found that there are still many plants that run all whites as a separate classification but actually there is lit-

tle merit for this procedure. The second classification would be garments of a medium color. The third classification would be darks such as dark blues, blacks, dark reds, dark greens, etc. It is also suggested that if the volume in the plant is large enough these classifications may be broken down into hard- and soft-finished fabrics.

The next classification is "silks." By silks I am referring to any wearing apparel other than wool, leather or fur. In the classification of silks we have as one classification white, lights and pastels. The second classification is darks. You will note that medium classification of silks is eliminated since it is impossible to find enough silks of a medium classification to make up a full load in most plants. Whatever would be considered mediums in the eyes of the cleaner could be included in the first classification of white, lights and pastels. The third classification would constitute the fancy silks such as formals, wedding gowns and fancy cocktail dresses. Items falling under this third classification would be considered fragile

items and could be included with the regular run of silks.

I realize that many plants are unable to follow this suggested classification. If this is the case let us see how we can trim a few corners.

It is a known fact that people wear dark garments longer than light or medium-colored garments. Therefore darks contain more soil than the other colors. A suggestion would be to run silks and wools of a light color classification together as one load. If the percentage of wool is higher than the percentage of silk, redeposition of soil will not be a problem. On the other hand, if a few wools are cleaned with the load of silks your chances of redeposition of soil on these wools is very good. We should still follow the old rule that goes "A few silks with a load of wool—no problem. A few wools with a load of silks—watch out."

The second suggestion for improving whiteness retention is the method used for adding moisture. When adding moisture to a charged system, it is preferable to add the moisture on filter circulation rather than batch. If you are using a batch system for the addition of water, 3 minutes would be the maximum time allowed for the moisture batch.

The reasoning behind this is that as the soil is taken out of the garments it should be taken out of the washer as soon as possible. If the moisture batch run is too long, there is no place for the soil to go other than back on the fabric, which is redeposition of soil. When long batch runs are used, we very definitely will not get the whiteness retention that we should.

The removal of water-soluble soil



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is perhaps the biggest selling point of the charged system. By removing a high percentage of water-soluble soil, the drycleaner is able to cut down on the spotting and wetcleaning.

One of the important factors to consider in this matter of water-soluble-soil removal is the actual washing time which garments are to receive. The charged system survey showed that the average running time in synthetic solvent was 8 minutes and that the average running time in petroleum was 15½ minutes. Since this is the thinking of many plant operators, it is undoubtedly time to change the thinking, particularly with respect to

charged system cleaning. Many cleaners are still hanging on to cleaning cycles which are very definitely outdated.

The washing cycle for the one-bath system, according to results of the test-towel service, showed that 30 minutes was the average running time. In some cases the running time was increased slightly, but the removal of water-soluble soil, with an increase in running time, did not improve. With the two-bath system in petroleum solvent, the average running time was between 30 and 35 minutes for maximum removal of water-soluble soil.

The percentage of soil removal in

the two-bath system was considerably higher than in the one-bath system. This is attributed to the fact that the stronger charged systems are able to carry more water than the mild charge.

Many synthetic drycleaners have been working with shorter cleaning cycles than with petroleum. However, the charged system changes the picture somewhat and the research department of NID has just completed certain data with respect to cleaning in synthetic solvent, using the charged system.

In the one-bath synthetic unit the suggested running time is 20 minutes. Again, if this time is increased it is very doubtful whether or not we will increase the removal of water-soluble soil.

With the two-bath system in synthetic solvent, laboratory data shows that a 10-minute washing cycle should be the minimum time required for maximum removal of water-soluble soil. If this time is increased by 2 or 3 minutes, we will remove slightly more water-soluble soil.

The point that I would like to clarify in this discussion of the washing time in synthetic is the fact that many units require a given time to fill the washer and a given time to drain the washer. These drain and fill periods should not be included in the running time for the wash cycle. The wash cycle is to include the actual time these garments are immersed in solvent.

It is possible to improve water-soluble-soil removal by underloading a washer below its rated capacity by 15 to 20 percent rather than to overload. If underloading is carried to extremes the removal of water-soluble soil begins to decrease.

As shown by the graph which appears in NID Technical Bulletin T-292, we find that as we increase the solvent relative humidity we automatically increase the removal of a salt which the laboratory has used as a typical example of water-soluble soil. When the solvent relative humidity exceeds 75 percent very little more water-soluble soil is removed.

Again, as shown on the chart, the removal of water-soluble soil in a 4 percent charge is considerably higher than with the mild charge. This higher removal of water-soluble soil in the 4 percent as compared with the ¾ percent is the result of more water being dissolved in the strong charge than in the mild charge.

Now comes the \$64 question, "Without some type of moisture-controlling device or indicator, how do you know whether or not you are working at or near the point of maximum removal?" "How can we improve

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removal of water-soluble soil?" Some indication of how much moisture is in the charged system (or how active the water is) is a must.

The charged system survey showed 35 percent of the cleaning plants reporting had some sort of still trouble. The chief complaint of these plants was foaming in the still. The second problem was cloudy solvent.

Charged system solvent has considerably more water in it than had ever been present before. Foaming is generally the result of this water in the solvent. Since water has a lower boiling point than the solvent its boiling point is reached first. Its tendency to leave the liquid first causes what we know as foaming.

As a suggestion on foaming and priming in the still, it is possible to relieve this problem by lowering the steam pressure into the coils. This will slow the rate of distillation but it is far better to have solvent that is in a usable condition than to have solvent that is contaminated. There are devices on the market today which will automatically control the steam pressure and relieve the drycleaner of having to change the reducing valve.

As a possible solution to the second problem, cloudy solvent, the first suggestion is that of packing the rags in the rag filter. There is a tendency to drop the rags in one at a time or to grab a handful of rags and simply push them to the bottom. When the rag filter is full, this is generally the stopping point.

The proper procedure for packing rags in the rag filter is to start off with a few rags and to use some type of tamping bar such as a 2-by-4 or something similar to a pick handle. As this first group of rags is thoroughly tamped into place, more rags can be added and the tamping continued with each group of rags that is put in. This is continued until the proper level has been reached.

If the rags are packed properly the solvent will not bubble through nor will it follow any one path. If bubbles are noticed coming through with the solvent this is an indication that the rags have not been thoroughly packed and that the solvent is following the path of least resistance.

In distilling charged solvent, the water as well as percentage of detergent causes the rags to wet out at a faster rate than when distilling plain solvent. For this reason it is necessary that the rags be changed often. In some cases it may be necessary to change the rags after four hours of distillation. In other cases it is possible to use the rags for a longer period of time. However, the rags should be

changed after eight hours of distillation. When solvent comes through the rag filter in a cloudy condition this, in most cases, is an indication that the rags have reached their saturation point and that they are unable to grasp the water in the solvent. If this condition is noted it is a signal that the rags have to be changed.

Many cleaners have taken the attitude that since they only distill a few hours every day there is no need to change these rags until the total time adds up to approximately eight hours. The important point to clarify in the cleaner's mind is that it is not the

amount of odor-forming material the rags pick up that gives him the problem of odor in solvent. It is the length of time that these impurities are allowed to remain in the rags which causes the trouble. To answer the question "How can we eliminate cloudy solvent?" I would first suggest that the rags be properly packed in the rag filter and that they be changed often.

Although we have encountered many difficulties in actual operation and will no doubt encounter more, we have been able to weather the storm and will continue to meet problems as they arise. # #

WE DON'T PROMISE
Profits by the wheelbarrow-load!



PRE-MARKED STRIP-TAGS

will multiply your profits
by cutting marking 50%
and checking costs to

Say "Goodbye" to

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- Messy Pads and Machines

10 Bright Colors!
Lot (unit)
numbers
1 to 40 in ea. color.

400 COLOR-NUMBER COMBINATIONS
\$3.50 Box (colors) ★ \$3.30 Box (white)

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Let TOKEN TAGS do it right-the first time!

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Consult your Distributor.....or write to:

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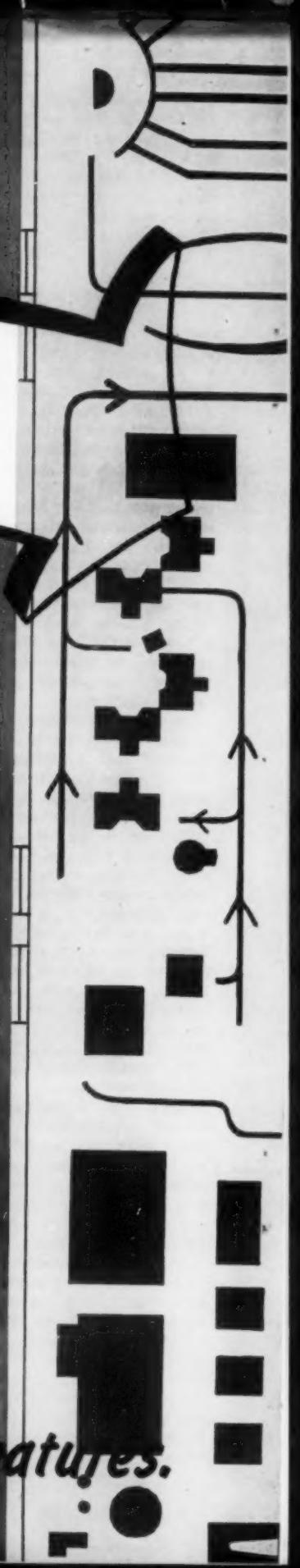
GUIDE TO PLANT LAYOUT

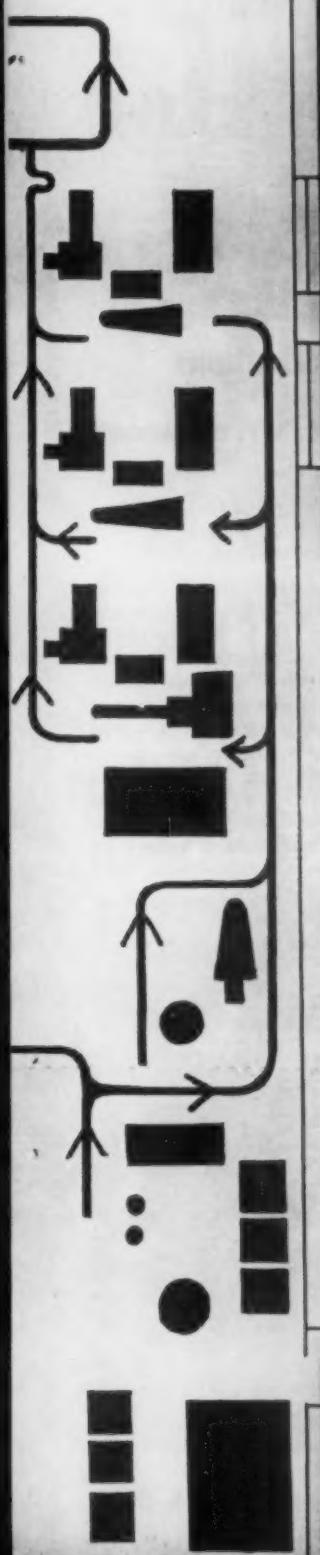
Tells how to PLAN—
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Basic Principles & Methods For

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CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

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EDITORIAL FEATURE SECTION:
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DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

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Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

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National Cleaner & Dyer

304 East 45th Street, New York 17, N.Y.
14 East Jackson Boulevard, Chicago 4, Ill.

From a panel discussion at the 45th Annual
Convention of the National Institute of Drycleaning
Washington D. C., February 12, 1954

The Loud But Lucrative Sport Shirt

Selling the Sport Shirt

By RAY E. SHOWELL

*Westminster Cleaners,
Salt Lake City, Utah*



IT HASN'T BEEN too many years since all dress shirts were of the laundered variety. Now, you can find well-dressed men wearing soft, comfortable, good-looking sport shirts at all kinds of work and play and in all parts of the country. The so-called white-collar worker now finds the sport shirt much to his liking.

To me this is a very welcome trend because it has opened up an entirely new field for the drycleaning industry. I suspected it to be a much larger field than most of us realized, and when I was invited to participate in this panel I called on several progressive business houses in Salt Lake to verify my thoughts. In making those visits I found the field was much

(Continued on page 99)



The Sport Shirt— A Drycleaners Problem

By BERNARD M. CANNAN

Cannan Cleaners, Toledo, Ohio

SPORT SHIRTS ARE HERE to stay! I am sure I am on sound footing when I estimate that Mr. Public has at least as many sport shirts as he has slacks, and probably more. In 1952 odd trousers and slacks amounted to about 17 percent of our major unit garment volume. During the same year, offering only a drycleaned sport shirt service, sport shirts amounted to only about 4½ percent of the major unit garment volume. This 4½ percent figure is in line with a survey made by the NID.

At the same time we were offering a business shirt service which also included colorfast and plain white cotton sport shirts. Other sport shirts coming in through this service were

(Continued on page 100)

Handling Three Classifications

By JOHN K. WITHERSPOON

*Manager, Dupont Laundry,
Washington, D. C.*

THE PROPER HANDLING of sport shirts represents a real challenge and its importance as a sales problem should not be overlooked. By doing a good job at a price our customers are willing to pay, we can make sport shirts a real sales builder and a lead to other items from the home.

There is not a single article coming into our plants with so many varieties as the sport shirt. They range in cost from 89 cents to \$20 or more and are made of cotton, wool, and every kind of synthetic materials.

At our plant we have only three principal classifications and prices that cover the situation very well and simplify our selling job. Our customers have expressed their approval



Here's a better way to

Shape Pants

Do it in a hurry!

with the

HUEBSCH ALLWAY PANTS SHAPER

When you have to shape pants—or winter or summer slacks—do it the *fast* way—the *easy* way—the *safe* way. Do it with the Huebsch Allway Pants Shaper—the modern way of scientifically restoring original shape and size to washed garments. The Huebsch Allway steams pants or slacks *inside and out*—while properly applied weights gently resize and reshape length, calf, thigh, seat, crotch and waistband.



**STEAMS and SHAPES
A PAIR A MINUTE!**

That's right! Dry cleaners and laundries report that they actually steam and shape more than 60 pairs of pants or slacks per hour with the Huebsch Allway Pants Shaper! And they also say that pressing time is *cut in half*—because, in addition to reshaping, the Allway also straightens out seams and pockets!

Shown above are open and closed views of the Huebsch Allway standard model. Also available with special hot air blower attachment for faster drying.

Ask your Huebsch representative for complete details—or write Huebsch Manufacturing Company



**INVENTOR AND WORLD'S LARGEST MANUFACTURER OF
OPEN-END DRYING TUMBLERS**

Makers of the famous Huebsch Handkerchief Ironer and Fluffer • Pants Shaper
Automatic Valves • Feather Renovator • Double Sleever • Collar Shaper
and Ironer • Garment Bagger • Cabinet and Garment Dryers
Washometer • Spring-Type Filter

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., Milwaukee 1, Wis.

Division of THE AMERICAN LAUNDRY MACHINERY CO.

by sending us 10 percent more shirts during 1953 than in the previous year, although bundles were up only 2½ percent. I would not attempt to recommend any specific prices. Preferably, they should be determined by your own costs with some consideration given to the original price range of the shirt. In other words, your customer will not be happy to pay you 50 cents for cleaning a sport shirt that might have cost only \$1.19.

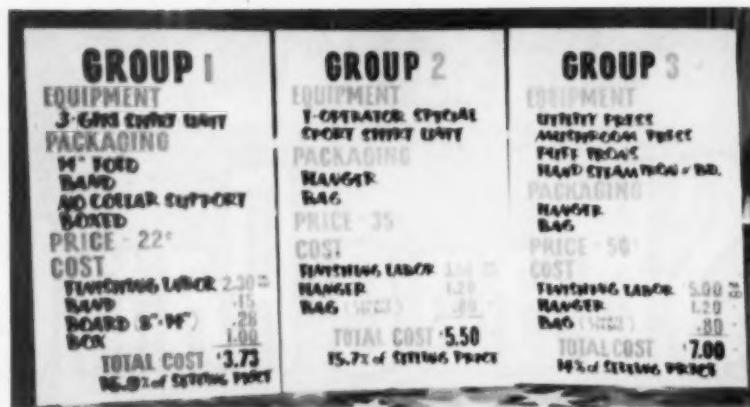
Our first group is the very common and inexpensive cotton sport shirt, mostly white or fast colors, which we wash and finish the same as regular collar-attached shirts, through our 3-girl units. We use a 14-inch board, a band, no collar support, and they are boxed along with other shirts and wearing apparel. Our price is 22 cents and costs (finishing and packaging) are as follows:

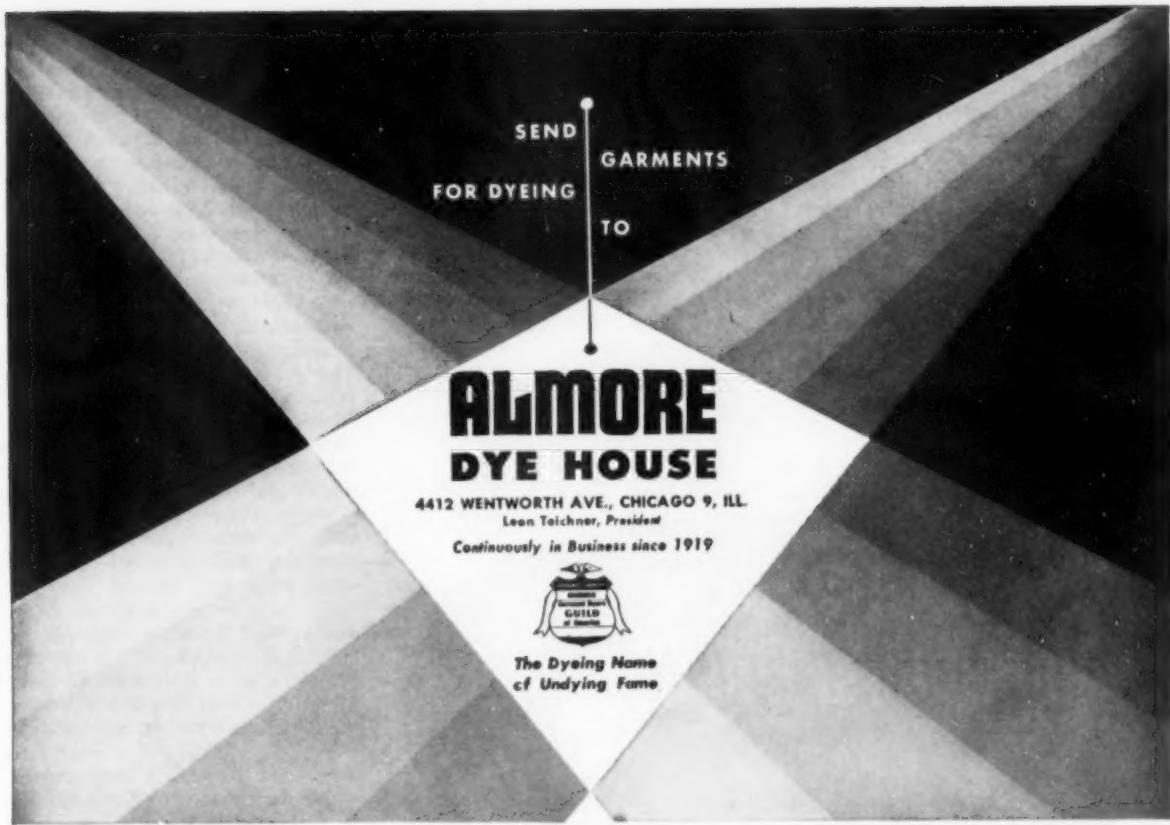
Ironing	\$2.30 per 100 (labor only)
Band	.15 per 100
Board, 8" x 14"	.28 per 100
Box	1.00 per 100
Total	\$3.73 per 100 (or, 16.9% of selling price)

The next group is the one which requires certain extra care and, in our opinion, special finishing equipment. We refer to this classification as "silks" although actually it consists of cotton flannel, corduroys, acetates, rayons, etc. These shirts are washed along with other clothes of like colors and materials in accord with AIL formulas, which include two 5-minute suds and three 3-minute rinses at temperatures of 100 degrees, with high water levels. Dark, fugitive colors can be soured before sudsing to prevent fading. Light extraction is recommended. We cut off the extractor motor when it reaches full speed and let it coast to a stop. Then comes a 5-minute preconditioning in a regular open-end tumbler.

Our special sport-shirt finishing unit consists of a double sleeve form, one press for collars, cuffs, yokes and plackets, and another larger press for fronts and body. Both presses have steam and vacuum in the lower buckets and frosted heads. They are thickly padded with springs, steel-wool, felt, and covered with nonslick nylon cloth held by very light tension springs. A water spray gun should be available to the operator; however, very little spraying and steaming are necessary with this unit. Steam and air pressure should be reduced to 60 pounds. An average operator can produce 24 shirts per hour and do a beautiful job.

It is from this so-called silk sport shirt that the industry generally has gotten a bad reputation. As reported in last July's issue of *Starchroom Laundry Journal*,





Selling the Sport Shirt

(Continued from page 96)

bigger and better than I had ever expected. In nearly every office I visited I found men in responsible positions wearing soft, comfortable sport shirts.

Business clubs and organizations, riding clubs, bowling teams, ski clubs, etc., all use sport shirts. And although some of these sometimes present complicated problems they still continue to increase our gross sales.

A complete shirt service is a fine drawing card for high-school and college students. They are some of our best clients, not only for the sport shirts that are a must for them but for the matching trousers and sweaters that they feel can be worn with only one particular shirt. We want their shirt business, naturally, but more than that we want them to remain on our customer list for years to come—even after they marry and create new households of their own. We are sure a complete shirt service will help us to retain their favor.

During the summer months our sales usually drop off. This is partly because men prefer to go without suit coats. Consequently, instead of having a suit to send to the cleaners each

week or so, they only have a pair of slacks that need attention. If we can get them to wear sport shirts and have them cleaned regularly it will probably help our summer trade.

Many sport shirts are labeled "Washable" and for the person who knows what he is doing they are entirely washable. But housewives are not very experienced, as a rule, and regardless of the manufacturer's directives they often turn out a lousy job, and still ruin many shirts. A little display [a poorly-done home-laundered shirt contrasted with a professionally well-laundered one] placed in a conspicuous place in the call office will create considerable interest. Customers will ask questions which will give counter girls ample opportunity to explain a well-rounded-out shirt service. Perhaps with a little effort we can discourage many housewives from doing up shirts at home.

Many laundries still fold washable sport shirts when packaging them, but we have found that it pays us both with extra income and more customer satisfaction if washable sport shirts when laundered are carefully hand-finished and hung on a hanger for delivery. It is very seldom that we have a customer object to the extra fee we charge for this serv-

ice and we never receive complaints for workmanship.

We are primarily interested in dry-cleaning and, naturally, dryclean every shirt possible. Many of these shirts present special problems and nearly all of them are badly soiled with perspiration. Thanks to the charged system and the many new cleaning aids, all of us can overcome these problems without too much effort and usually without harmful effect to the garment.

However, too often a drycleaner will attack problems haphazardly and without too much regard for the finished product, follow a drastic and unnecessarily severe technique and practically ruin someone's pet shirt. Shrinkage, deleted buttons and poor pressing seem to be the roots of most dissatisfaction.

I feel that when a shirt is returned to a customer it should be ready for wear to any occasion. The buttons should all be in place, the cuffs should be pressed round even if the sleeves are creased, and certainly the tucks where the sleeve joins the cuff should be puffed out. If the shirt has been wetcleaned all precautions should have been taken against shrinkage and by all means the finished product should not look as though it was "washed." Liberal prespotting and re-

running have eliminated most wet-cleaning in our operation, cutting down the average time needed to finish a shirt at the same time.

Labels in most sport shirts are still confusing to most people. Some say "dryclean only"; others say "washable"; others say "press with a cool iron"; still others say "do not press," and there are a few on the nicer shirts that say "dryclean, do not wash."

Many men are so proud of their sport shirts that they do not want them laundered as they feel drycleaning is a much better process. To take advantage of that fact, we make it

easy for people to have their shirts drycleaned by us—we invite them to do so.

We have found brochures very effective, both as a handout for our route salesman and as an introductory mailing piece. In these brochures we have made it very plain that we want *all* their business. Most of our advertising in the past has been by direct mail. We feel this is the best way to contact the people in our immediate area.

Now that the post office has changed its regulations and made it so very easy to mail to everyone in a

particular area we like it even better than ever before.

Hitherto, we have spent hours and hours unsuccessfully trying to keep a mailing list up-to-date. We have tried several different types of addressing equipment and found them all time-consuming and impractical. Now we have come to the very definite conclusion it is no longer necessary to labor over antiquated mailing lists or addressing paraphernalia. We just call up our postmaster and ascertain the letter carrier's route number for the area we wish to cover. The postmaster will also tell us the number of patrons this letter carrier serves. We then tie that number of mailing pieces in a bundle and label them for delivery on that particular route—and our share of a big job is done. By using a permit we can mail these pieces for a cent and a half and they will nearly always receive first-class service.

To facilitate counting, our printer makes every fiftieth mailing piece of an odd-colored paper. This is practically no extra work for him and it saves us considerable time in preparing these pieces for the post office.

For our mailing pieces we created a character we call "Westy" and had various cuts made of him. Quite often he is dressed in a sport shirt and always we try to tie our advertising copy to dates, seasons or social events. We select an appropriate paper stock and a contrasting ink that will help the customer make the association. For instance, at Valentine's we use red and white and for Halloween orange and black. Immediately after Christmas we used a postcard that called attention to the fact that regular and careful drycleaning would prolong the life and appearance of Christmas-gift shirts. # #

This new handbook will help you get
Top Quality Dry Cleaning
with the equipment
you have now!



The new Dicalite FILTRATION MANUAL for Dry cleaners is packed full of practical helps—all of them from top drycleaning plants. Charged system cleaning, how to keep solvent sweet, how to reduce linting, how to trouble-shoot filtration difficulties—they're all here, the latest dope.

Ask your supply jobber for your FREE copy—or write to Dicalite Division, Great Lakes Carbon Corporation, 612 So. Flower St., Los Angeles 17, Calif.

Dependable
GREAT LAKES
Didealite®
DIATOMACEOUS MATERIALS

The Sport Shirt— A Drycleaner's Problem

(Continued from page 96)

either refused, or returned without processing, or were transferred to our drycleaning service for which we charged about three times the price of a business shirt.

As we look back we can see how negative our approach to the problem was. Still, I believe we were right in refusing to mistreat a sport shirt by squashing the life out of it on our business-shirt unit.

Early in 1953 we raised our prices generally on all units. On sport shirts we went a step further and raised them a nickel more than our base prices on slacks and jackets. That did

it! In the summer months when the slack percentage was at its peak we were getting our price on sport shirts, it is true, but very, very few sport shirts.

Where were they? A survey figure published by a large equipment manufacturer shows that of the sport shirts done commercially, drycleaners are doing 75 percent, laundries 25 percent. But if our first estimate holds true—that there are at least as many sport shirts as slacks—then the majority of sport shirts are being done in the home.

Here then is a large untapped market—a real challenge to get at it. We must *sell ourselves* on the goal of at least equaling our odd-trouser unit volume. We must replace our negative attitude with a positive attitude and go after the sport shirts.

My second point is that we as drycleaners are better qualified to deliver a properly finished sport shirt than the laundrymen.

As part of our positive approach to the sport shirt problem I believe we had better look at a sport shirt and see what is expected of us. The sport shirt in most cases is worn as an outer garment. It's got to look like one. Smooth, even finish, no shine at the seams, no crumpled pocket flaps or lapels, no pressed-in wrinkles under the arms, nor the mashed-down appearance of the gathers at the yoke seam.

A drycleaner is accustomed to putting his garments on hangers where a quick glance can satisfy the customer of the general appearance. Thus he knows he must deliver a good job all over the garment or reap the just reward of trouble. Not so the laundryman. He can hide the defects of standardized machine operation in a tight little bundle where only the front shows. Thus he can get by with his product.

We cannot and are not condemning the laundryman for this, because his shirt is worn usually as an undergarment, and cotton broadcloth being what it is the defects are soon unnoticeable. The laundryman also is selling his service at a much lower figure than we drycleaners can sell our custom-finished sport shirt service.

As a matter of fact, later on we will demonstrate that we must borrow some laundry methods to do the job we are aiming at. Let us say we are going to borrow his tricks, but let him keep his wrinkles.

Now we are ready for point three—the variety of sport shirts and the price the public will pay to have them done professionally. We believe that sport shirts can be classified into three major groups. We also believe that by

offering the three major groups at three different price levels and doing a good job at each level, we can bring sport shirts out of the home and into our plant where they belong.

The first major classification includes those shirts which will satisfactorily finish on our business-shirt unit and are generally worn only in the summer. These are the short-sleeved cotton sport shirts, both in white and fast colors. Our price is the same as for our business shirt.

The second group is our newest class and the one we are at present promoting as the volume builder. We

call this group our WSS class or Washable Sport Shirt group. This shirt is delivered on a hanger. Our price on this group is about half again as much as the first group and is aimed directly at the shirts which are now being done in the home. We expect the greater part of our shirt volume to fall in this group.

Our third classification is, of course, our drycleaned shirt group, which we designate DC sport shirts. This group includes the woolens, the luxury type gabardines and those with a "Dry-clean Only" label. It also includes those shirts which the customer, by

TIME'S SHORT— BUT YOU CAN STILL *Profit from Storage Vault Operations* THIS YEAR!

Do you need Storage Vault Equipment for this season? Equipment to bring your present vault to maximum capacity . . . or are you planning to expand your storage vault area? If so—CALL A HAERTEL MAN TO HELP YOU PLAN! Time IS short, but each season we anticipate last minute rushes and we can make immediate delivery of whatever equipment you may need.

If you are not now in the Fur and Garment Storage Business but have been thinking about it, we again say—"Call a Haertel Man to help you plan." He can give you on-the-ground answers to questions such as the adaptability of available space; type of construction and insulation; size for profitable operations and the capital investment required. It's the trend, you know, and this profitable business fits so well into the operations of a Dry Cleaning Plant. With Haertel Units you may start small and expand.

Write today. We'll help you all the way from initial planning to profitable operations.

WALTER HAERTEL COMPANY

2840 Fourth Avenue South Minneapolis 8, Minnesota

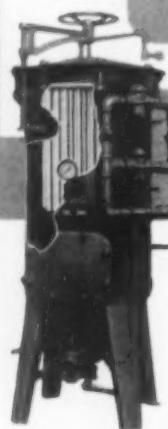
WALTER HAERTEL COMPANY,
2840 Fourth Avenue South, Minneapolis 8, Minnesota

- Without obligating us, have your representative call at his earliest convenience.
- Send us your booklet "Changing Space into Profit."
- Send us your advertising and supply catalog, "Haertel Business Builders."

Name _____

Address _____

OLSON

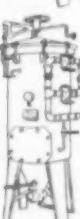


THE ONE...



..THE ONLY

THE ORIGINAL



SELF-CLEANING TUBULAR SCREEN FILTER

PROVED BY THOUSANDS IN USE!

OLSON FILTRATION ENGINEERS, INC.

1624 N. Kilbourn Ave., Chicago 39, Ill.

Send free literature on the Olson Tubular Screen Filter.

Name _____

Firm _____

Address _____

City _____ State _____

... the oldest name in dry cleaning filtration

preference, desires to have dry-cleaned.

We think that with this grouping, properly promoted, we can make sport shirts the major garment classification that it should be in our plant.

Now to proceed to the fourth and final point—how we are currently processing sport shirts.

I don't think I need go into the already familiar methods of handling the laundry-type sport shirt, nor the drycleaned sport shirt. I will concentrate on the way we handle our new Washable Sport Shirt classification.

The WSS shirts are marked through our shirt laundry department as a part of the business-shirt bundle. Dry-cleaned sport shirts are marked with the regular garments. The laundry-type sport shirt is retained with the business shirt and goes through the same process. Any strictly drycleanable shirts sneaking in with this bundle are separated and sent through the drycleaning route at the drycleaned price.

The WSS shirts are then classified as to those that can stand the whole washing formula and those that can stand only the latter half of the formula. Suspicious shirts are the deep reds, browns and blues. Also, we hold out jerseys and washable wools. From experience we know that certain labels mean trouble and are alert to them.

The washing is done in 90° F. water in a 25-pound fully automatic washer. About 35 shirts is an average load. Our wash formula was prepared for us by the local field representative of a supplies manufacturer and we think it is very flexible and does a good job. We use an alkali break, followed by a flush, then two suds operations using an acid-type detergent. At the beginning of the second suds we add the bleeders and jerseys and wools to the washer. We add enough sour to set the colors for the remainder of the cycle.

The very last step in the wash cycle, but one of the most important, is the adding of a resin-emulsion-type sizing agent to restore hand to the washed fabrics and make finishing easier.

The shirts are lightly extracted and are placed in a warm tumbler to partially dry. Any shirts that should not be tumbled are hung to air-dry. These are the wools and the jerseys. When partially dry the shirts are placed in plastic bags to condition for at least an hour. Conditioning allows the moisture in the seams to diffuse and permits faster finishing with a minimum of shine.

The finishing operation is, of course, the key to our new sport-shirt service. At present we are concentrating on as nearly a perfect finishing job as we

can achieve, with the cost of operation secondary.

The one-operator unit consists of: a modern expanding-type upright double sleeve equipped with steam valve and forced air drying, an old hothead mushroom drycleaning press, an old hothead 48-inch utility press, both equipped with steam and vacuum, and a steam iron and ironing board. The press heads are covered with slick plasticized nylon to reduce shining. We operate at 40-50 p.s.i.g. steam pressure.

Both our drycleaned sport shirts and our washed sport shirts are being

finished on this unit. At present we are averaging about 12 shirts an hour over the unit. In order to make a profit we must raise this average to nearly 20 per hour. I am confident that with the addition of shirt presses of the correct design, we can hit this production level soon.

Meanwhile, we are building our volume on shirts by offering the customer a service for whatever his favorite shirt may be. When the big season comes we hope to be ready to serve him and at the same time help ourselves with another profitable service for our business. # #

The World's Largest Dry Cleaning Machine... Vic's Century!

INTRODUCING
THE NEW VIC CENTURY
100 LBS. PER LOAD, MODEL 42
WITH STRONG SOAP RINSE!
FULLY AUTOMATIC!
Especially designed for the Large Dry Cleaner
and Laundry.

It's FREE!
Write for "Prospectus
on Self-Contained
Package Plant", The
"Know-how" of your
profitable Dry Cleaning
Business.

WRITE TO
FACTORY FOR
MORE
DETAILS!

WORLD'S MOST COMPLETE LINE OF DRY CLEANING UNITS
SYNTHETIC AND PETROLEUM.. RANGING IN CAPACITY
FROM 18 LBS. PER LOAD TO 100 LBS. PER LOAD

VIC UNITS FROM \$2850.00 and up

EXPERIENCED SINCE 1912
VIC CLEANING MACHINE CO.
MINNEAPOLIS 3, MINNESOTA
Sales and Service at all Principal Cities of the United States

**UNION SPRING, ALABAMA and the
Dixie Puppy Trials GO TOGETHER**



*Like STOD-SOL and the
STOD-SOL Test Bundle SERVICE*

A GOOD POINT to remember in the drycleaning business is this: the right solvent can go far to build volume and boost profits. Stod-Sol is the nation's leading drycleaning solvent because it makes top quality a matter of routine—and our Stod-Sol "Test Bundle" Service is invaluable in coping efficiently with special attention garments. Ask your nearest Stod-Sol distributor for convincing facts.



PRODUCERS

REFINERS
Anderson-Prichard Oil Corporation
OKLAHOMA CITY, OKLA.

NEWS NOTES

IN THE TRADE

West Coast Representatives for NATIONAL



BILL SMITH



HUGH HOLLYDAY

The firm of Smith and Hollyday has been appointed West Coast representative for NATIONAL CLEANER & DYER and its sister publications, *Starchroom Laundry Journal* and *National Rug Cleaner*. This move is designed to offer better and quicker service to our many friends and advertisers on the West Coast and in the Mountain States.

William Blair Smith, who will maintain headquarters in the Russ Building, San Francisco, will be responsible for northern California, the Rocky Mountain area and the Pacific Northwest. Mr. Smith has had wide experience in advertising and served for 10 years with a firm of publishers' representatives before forming his present

partnership with Hughlett Hollyday, Jr.

Hugh Hollyday will operate the Los Angeles office at 505 S. Alandale Ave. and will cover southern California, Arizona, New Mexico, and El Paso, Texas. Mr. Hollyday has held various positions in the classified and display advertising departments of several large newspapers. During the war he served as Captain in the U. S. Air Force. Mr. Hollyday, who has also served with publishers' representatives, left his most recent position in July 1953 to form Smith and Hollyday with Bill Smith.

Both Hugh Hollyday and Bill Smith are well known among leading advertising agencies and numerous manufacturers throughout their area.

Research Shows Advance in Lint-Free Cleaning

Lint-free cleaning is resulting from the use of new charged system detergents in both single- and double-bath methods, according to a report issued by Dr. Ralf B. Trusler, director of research, Davies-Young Soap Company, Dayton, Ohio.

Summarizing the results of several years work, Dr. Trusler pointed out that an entirely new class of chemical compounds previously unused in the dry-cleaning industry is responsible for this advancement. "These compounds are non-ionic, synthesized materials unlike the petroleum derivatives used in the past. They allow a more versatile use of equipment.

"The unusual properties of these products eliminate static

electricity," Dr. Trusler reported. "Now our work shows that this static electricity is carried away from the solvent and washer into the ground by these compounds. With the static electricity no longer present, lint is eliminated."

According to the report, the major advantage gained from such lint-free cleaning is that lot systems are now completely practical. Large plants cleaning wholesale work on a poundage basis have eliminated classification of work and tumble all work from one wholesale stop at one time. In these plants, Dr. Trusler continued, where the charged system was properly installed and controlled, lint has vanished. The 4 percent system

has been found to be best not only in eliminating lint, but also in reducing stains, swale and other detrimental effects.

"The new detergents do not contribute a fatty acid to the solvent, thus automatically eliminating odor from this source," Dr. Trusler continues. "These new detergent compounds will also dissolve and control moisture without the aid of certain co-solvents used in the past. Elimination of these co-solvents has resulted in efficient operation of stills without detrimental effects of foaming carryover, contamination and moisture."

The main advantage that the report notes for those using the single-bath method is that only a certain amount of the 4 percent charge has to be distilled and replaced with new or distilled solvent which must be recharged. With the new detergents, in the two-bath method, the charged solution can be used almost indefinitely, according to the report. Rinse solvent distillation is greatly reduced, thus saving steam, time and labor.

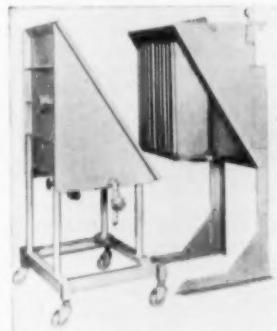
Pre-Repellent Treatment For Charged Garments

The Stamford Chemical Company, manufacturer of Vividol Charge, has introduced Pre-Pel, a pre-treatment for garments that are to be treated with water repellent after they have been cleaned in a charge system.

Up to the present time, it has been generally conceded that it is almost impossible to water-repel on the dry side any garment that has been cleaned in a charged system, reports Stamford. With Pre-Pel, it is now possible to water-repel every garment regardless of fabric and method of cleaning when use of Pre-Pel is followed by standard water-repellent treatment, states the manufacturer. Pre-Pel is simple to use either as a spray or directly in the wheel.

Descriptive literature on this new product is available from Stamford Chemical Company, 60 Spruce St., Stamford, Conn.

Aceco Introduces Filter



The American Trucleer Filter, now offered by The American Cleaners Equipment Company, Division of The American Laundry Machinery Company, is designed with new operating and construction features.

Operating at either a 4,000 or 5,000 g.p.h. capacity, the Trucleer filter permits 50 or more loads on only one precoat and is designed to eliminate backwashing, plate scraping and messy sludge chambers.

This unit features two basic innovations. Instead of having solvent flow down from an inlet at the top of the case, the Trucleer filter's solvent flows from bottom to top. With this princi-

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

"Don't forget to ask for the order!"

There's a lot of wisdom packed into that old axiom. Unfortunately, too many of us are inclined to forget at times this important point of selling—and a lot of business that should have come our way goes another.

Of all the on-the-spot selling techniques we've heard of and used in the past 23 years, one phrase stands out. We credit it with more sales of Berlou Mothproofing than any other device.

If your salespeople will ask this question of every customer from whom they accept articles for cleaning, you'll sell more Berlou Mothproofing jobs than you ever thought possible.

Here it is:

"Would you like to have this garment mothproofed at the same time we're cleaning it?"

We know it works because it has been tested and proven since 1930 by many of our thousands of dealers. It works because your customers have seen YOUR advertising and promotion on Berlou. They've seen ads in such national magazines as LADIES HOME JOURNAL, BETTER HOMES AND GARDENS, HOUSEHOLD, SUNSET and others. They know about the protection against moths and carpet beetles which Berlou gives—and they like the BERLOU 5-YEAR WRITTEN GUARANTEE. When your customers bring articles in for cleaning or when your route-man picks up items at the home—then is the most opportune time to sell Berlou.

This SUGGESTIVE SELLING with Berlou Mothproofing brings you additional business from your present customers and makes each order pay you DOUBLE PROFITS.

LARGE PROFIT ITEM

No other service you can offer in your shop has a better margin of profit than Berlou Mothspray. Profits from Berlou run as high as 200 to 300 percent for many dealers, and Berlou is a repeat sale item with year-round potential. That's why more professional mothproofers use Berlou than any other product.

Our dealers make as much as \$5,000 to \$10,000 EXTRA NET PROFIT each year. If you want to know how they do it, write to our Advertising Department and ask for Bulletin TP#1.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd.,
London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a free copy of "Berlou's Profit Builder Plan" without obligation.		
Firm: _____		
Address: _____		
City	Zone	State
Signed _____		

ple in operation, slurry is carried up onto the 10 metallic, clog-proof filter cloths and spread in an even coat without a deposit of unused and wasted slurry at the bottom of the filter case.

The second improvement is called the filter "blow-down." At the end of a day's production, instead of backwashing, the operator merely turns off the pump and a solenoid valve opens to admit air under pressure to the top of the filter. This forces the remaining solvent to be filtered out and replaced by compressed air. Thus the pre-coat is dried right in place, ready for the addition of solvent in the morning. When cleaning is needed the coating is dried and the halves of the case separated so the precoat can be tapped off and carted away.

Details of construction and other operating features are available from the American Cleaners Equipment Company, Division of The American Laundry Machinery Company, Cincinnati 12, Ohio. Ask for Bulletin BM 223-002.

washer motor stop or run while draining, to wash in hotter or colder water—all without changing the formula chart.

The control "holds" while filling and signaling so that no washing operation will be skipped, even when low water pressure exists. High and low water levels are easily adjusted in the field.

The Miltrol signals with a light and a buzzer each time supplies are required and at the end of the washing cycle. The operator needs only to add supplies. To prevent unnecessary wear on garments, the washer motor shuts off each time the Miltrol signals.

Hoffman Offers New Press



New Milnor Washer



U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York, has introduced a new combination air-hydraulic power utility press, the Aero-draulic.

The press, according to Hoffman, can supply any degree of working pressure required for different fabrics. The Aero-draulic mechanism allows the presser to select and apply pressures ranging from contact to heavy pressure by manipulating a hand lever located on the press head. A dial gauge tells the operator the direct proportion of pressure being applied.

By using air to close the head and controllable hydraulics to apply pressure, the company claims, pressing "feel" is retained. The Aero-draulic is intended to reduce fatigue associated with foot-pedal operation and at the same time provide flexible pressure control.

In operation, the head of this unit closes when the operator touches the top surface of the plate that extends across the front of the press table. For most fabrics and lays, this pressure is usually sufficient. Head steam is applied by the fingertip valve.

Hydraulic pressure is applied with another fingertip lever; a gauge on top of the press registers the relative amount of force

being applied. The press is also equipped with a selector valve that keeps the head under pressure or locks it, as the operator wishes. The usual foot pedals for buck steam and vacuum are supplied with this unit.

Tests made by Hoffman indicate a saving in operator fatigue with the new press. The man-

ufacturer also reports that the unit speeds training of new operators.

For small installations where a central air compressor is not advisable, the Aero-draulic can be furnished with a 110-volt, 60-cycle alternating-current compressor fitted into the frame of the press.

U. S. Spring & Bumper Offers Conveyor



Chainveyor, manufactured by United States Spring & Bumper Co., is a new light-capacity, completely enclosed overhead conveyor system with many features designed to make it adaptable to drycleaning and laundry production.

The track consists of a 1½-inch outside diameter special tube with a ¾-inch opening for cleanliness. The chain is full ball-bearing with pendants on 6-inch centers. Capacity is 60 pounds per foot. All curves have a 15-inch inside radius, providing flexibility and making it practical to take work directly to the operator. The chain and curves are treated to "file hardness" to insure resistance to wear. According to the man-

ufacturer, the power drive is simple and rugged, driven by fractional horsepower motor. Tubing is used for the track to reduce weight and bulk.

Two types of Chainveyor are available — continuous power-driven and the "pusher" or manually operated type. Both are operated independently, or they can be combined to provide movement of work that can automatically be diverted through use of switches and turntables for intermittent operations, such as storage or sorting.

A 12-page booklet describing this product is available from the manufacturer at Box 2475, Terminal Annex, Los Angeles 54, Calif.

Paper Provides Copies Without Use of Carbons

A new paper that provides multiple copies of business forms without the use of carbon-paper inserts has been introduced by The National Cash Register Company, Dayton, Ohio. Called NCR (No Carbon Required) Paper, the new product is designed to eliminate smudging and speed efficiency in handling forms.

The treated paper utilizes the reaction of a colorless chemical coating on a claylike material. In a business form containing an original and two copies, for example, the undersides of the first and second sheets are coated with the colorless chemical and the topsides of the second and third sheets with the claylike material.

The impact of a typewriter

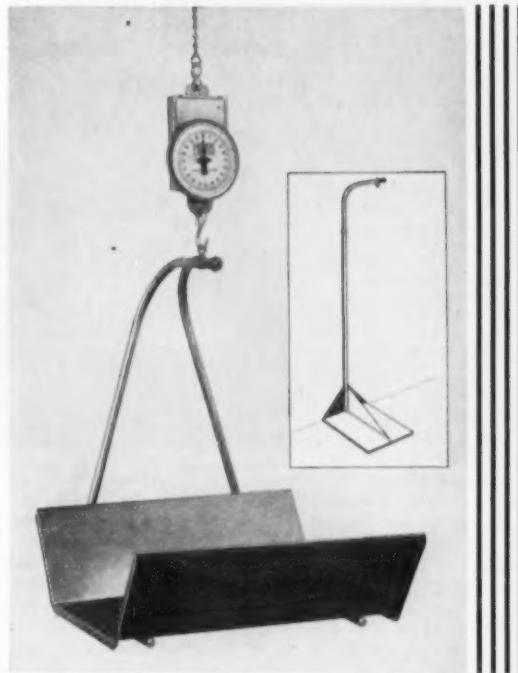
character or the pressure of a pencil on the first sheet drives the colorless chemical coatings into contact with the topsides of the second and third sheets. This produces a chemical reaction with the claylike material that leaves a clean, sharp blue impression.

Up to seven copies can be made on an electric typewriter or up to four handwritten copies. The new product is expected by the manufacturer to receive widespread application in the business world.

Dyers Offer Folder

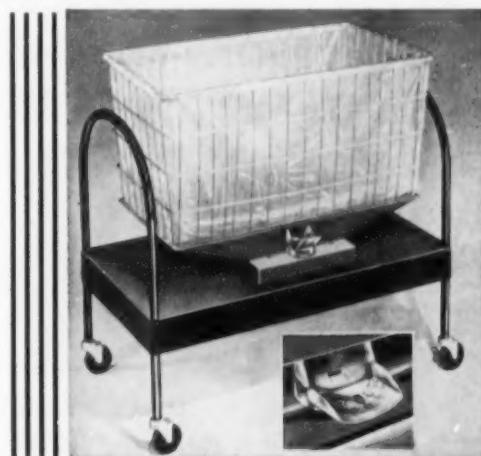
The Garment Dyers Guild of America has produced a six-page folder titled, "Garment Dyeing, How Old Is It?" It is

End Weight-Guessing with "ALL-IN-ONE" NU-WEIGH BASKET



ECONOMY HANGING SCALE \$39.75

Ideal basket-scale for selling service by weight, approved by Dept. of W. and M. Capacity up to 100 lbs. Suspend anywhere or add \$15.00 for floor stand.



STANDARD SCALE BASKET \$69.50

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY

3827 SAN FERNANDO RD., GLENDALE 4, CALIFORNIA

sized to fit into a small envelope for mailing and is also suitable for use as a counter giveaway.

Written in a light humorous style, the booklet is filled with interesting bits of information about the history of dyeing and tells of ancient and modern uses of color and dyeing.

Copies of the booklet may be secured from individual dye houses that are Guild members. Headquarters of the Guild are 520 N. Michigan Ave., Chicago 11, Ill. Allan J. Copeland is executive secretary. John Egli, General Dyeing Co., Indianapolis, Ind., is president.

Butler Sales Conference

The return to "old-time selling" was the theme of a three-day conference scheduled by Butler Manufacturing Company, Kansas City, Mo., at Excelsior Springs, Mo., according to an announcement by Glep C. Speakman, Butler vice-president in charge of sales.

Highlight of the February conference was to be the introduction of four new steel products and a "Products Revue," employing professional actors.

Some 200 salesmen and officials representing all the Butler

factories and sales offices in the United States and Canada were expected to attend the meetings, dealing mostly with sales goals for 1954 and how to obtain these goals through down-to-earth selling.

Hoffman Elects Friedman



JOSEPH FRIEDMAN

The board of directors of the U. S. Hoffman Machinery Corporation, New York, has announced the election of Joseph Friedman as a director of the corporation.

Mr. Friedman has been asso-

ciated with U. S. Hoffman since 1939, when he joined the company as head of drycleaning unit sales. He was put in charge of lend-lease and other government sales and of the export department in 1941.

In 1945 Mr. Friedman was named general merchandising manager and the following year he was elected vice-president. Appointment to the position of first vice-president was made in 1953.

Lincoln Starts Campaign To Boost Cleaning Sales

More cleaning sales, more storage business and greater profits for the drycleaner and laundry operator are the aims of the 1954 Moth Seal promotional campaign now being conducted by Lincoln Bag Company, Inc., Chicago.

Slanted toward the consumer, the advertising is based on the idea of "getting out-of-season garments out of home closets and into the cleaner's hands for cleaning and storage."

A wide variety of sales aids for cleaners and laundrymen as well as a magazine campaign will continue to feature this idea throughout the year. The firm's distributors and their

salesmen will help cleaners and laundrymen take advantage of this promotion.

Manitowoc Names Wright



ROSS A. WRIGHT

Ross A. Wright has assumed the duties of sales manager of the Dry Cleaning Division of Manitowoc Engineering Corp., Manitowoc, Wis.

Mr. Wright has been connected with the drycleaning and laundry industry for the past 25 years. A graduate of both the general and management courses, he is a former in-

Take the headaches out of DRAPERY CLEANING with Anderson EASY-LOCK DRAPERY PROTECTOR



SAVES TIME • SAVES MONEY
No scratches No Torn Fingers

THOUSANDS NOW IN USE! Order today one of the finest tools ever developed for holding drapery hooks while cleaning.

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,

Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name _____

Street _____

City _____

State _____

MONEY

BACK

GUARANTEE

DRYMASTER DRYING CABINET

Features exclusive Heatmaster
heating unit with Hopkins
Turbo-duct up-draft system. Triple "aircell"
Insulation. Sturdy hardware. Sliding or
swinging door available.



SOLVINK

Removes Stains Without Rubbing

Solvink, the special-purpose spotting agent "soaks out" stubborn stains of ink, rust, blood and paint without any harsh, harmful rubbing and pounding that weakens fabric.

Solvink's penetrating action, which super Z soaking the stain, is guaranteed to remove stains quickly and safely from fine fabrics and fast colors when used according to easy directions.

Try Solvink now on a money-back guarantee. Order from your jobber or write us (Dept. N34) for free sample.

One $\frac{1}{2}$ pint set (2 solutions) \$2.25

Also economical pint, quart and gallon sizes.

GREENVILLE CHEMICAL COMPANY

P. O. Box 1087

Greenville, S. C.



And you can use these companion products profitably, too—

- TANSOL for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hot Size

structor and member of the research and public relations staff of the National Institute of Drycleaning, Silver Spring, Md.

During World War II, Mr. Wright served as Captain in the Laundry Branch, Office of the Quartermaster General, and as Laundry Officer in the Mediterranean and Italian Theaters. He was recalled to duty from the NID during the Korean

emergency in the clothing, cleaning and repair branch, Deputy Chief of Staff for Materiel, Air Force.

Mr. Wright joined Manitowoc directly from an assignment as Acting Chief of the Laundry Branch, Air Force Services Division, Air Materiel Command, Dayton, Ohio. He is a Lieutenant-Colonel in the Air Force Reserve.

Detrex Completes Branch on West Coast



Detrex Corporation of Detroit has announced the completion of its new branch warehouse and office located on Fruitland Ave. in Vernon, a suburb of Los Angeles.

Doubling the size of its former facilities, the new branch is situated on an acre of ground

and includes a railroad siding for receiving shipments from Detrex plants in Detroit and Tacoma, Wash. The plant also includes a truck loading dock with a modern conveyor-type materials handling system.

The newly constructed branch serves as headquarters

for a staff of eight service and sales engineers serving Pacific region drycleaning accounts.

In addition to the Los Angeles facilities, Detrex maintains a bulk storage depot for trichlorethylene degreasing solvent at Wilmington, Calif. This chemical is manufactured in Tacoma.

Detrex recently introduced on the West Coast its new automatic drycleaning process, which combines the cleaning action of a synthetic solvent with a detergent. R. B. Carlisle, Pacific regional manager, reports that the new process practically eliminates hand-spotting.

Westvaco Promotes Two

According to an announcement by D. C. Oskin, manager of sales, Arthur F. Smith and Preston F. Tinsley have been appointed assistant managers of sales, Westvaco Chemical Division, Food Machinery and Chemical Corporation, New York. Westvaco is sales agent for the recently formed FMC operating divisions, Westvaco Mineral Products Division and Westvaco Chlor-Alkali Division.

Mr. Smith joined Westvaco

in 1941. After representing the company in the New England and Ohio territories, he successively became divisional sales manager of the Barium Chemicals Division, the Solvents Division and the Chlor-Alkali Division.

Joining Westvaco in 1939, Mr. Tinsley was district sales manager in Charlotte, N. C. until late 1941. From 1942 to 1946 he was in the armed forces, serving in the European Theater with the rank of Captain. Since 1946, he has been district sales manager in Cincinnati and New York prior to his appointment as director of district sales in 1952.

Street's Anniversaries

R. R. Street & Co., Inc., Chicago, has recognized service anniversaries of four field technicians.

Don Kohler has completed his first year servicing drycleaning plants and jobbers in the Indiana and western Michigan area. Prior to his assignment, he worked with other Street technicians in the Midwest acquainting drycleaners with the 4 percent two-bath method.

Based in San Francisco, Jim

**the Qualitex® name
is your guarantee**



THE PAD WITH LONGER LIFE The press pad that is engineered to deliver better pressing at low padding cost. Guaranteed for 4 months.

Qualitex filter bags

ALL FILTER BAGS GUARANTEED NOT TO SHRINK

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

SOLD THROUGH DISTRIBUTORS ONLY

Quality products company

5760 W. Grand Avenue, Chicago 39, Illinois



... that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

818 Derman Street, Indianapolis 2, Indiana Phone Imperial 3445



JIMMIE HAYNES



DON KOHLER



ROBERT M. ROSS



BOB NEDDO



JIM LINK



JIM KAISER

Kaiser has just completed his second year of offering Street's technical service in central and northern California.

During the past year Bob Neddo has become familiar to the drycleaning industry in Colorado, Utah and western Kansas. Most of his efforts have been expended in the installation of 4 percent two-bath plants and Automatic Conductivity Controls.

Also celebrating his first year with Street's technical service staff is Jim Link of New Orleans. He services Louisiana, western Indiana, eastern Iowa.

southern Mississippi, southern Alabama and northern Florida.

Robert M. Ross is beginning his fifth year of service to the drycleaning industry. From his headquarters in Chicago, Mr. Ross provides Street's technical service to customers and jobbers in northern and central Illinois, western Indiana, eastern Iowa.

Jimmie Haynes has completed his first year as a field man. Operating out of Dallas, Tex., headquarters, Mr. Haynes services customers and jobbers in northern Texas and in western Louisiana.

Eaton Promotes Porter



DAVID C. PORTER

David C. Porter as director of research. Mr. Porter has served the company for over three years as chief chemist. He attended Wayne University, specializing in biochemistry and later in synthetic detergents.

Vic Names Agent

Vic Cleaning Machine Company of Minneapolis, Minn., announces the appointment of the Unit Synthetic Service Company of 772 Liberty Ave., Brooklyn, N. Y., as its approved service agency for the New York area.

Personnel of the Unit Synthetic Service have been trained to service all Vic machines and are geared to give quick, intelligent service on upkeep and repairs. Unit also has full stocks of spare parts.

Francis, Hanson Win Sanitone Award



Les Francis, known to the industry as advertising manager of Emery Industries, Cincinnati, and Earl "Swede" Hanson, his partner in Gough-Lamb Cleaners, Middletown, Ohio, were recently presented a Distinguished Service Award for 15 years of continuous use of Sanitone. Both Mr. Francis and Mr. Hanson were Sanitone engineers in the early '30s.

The award was made at a dinner party for the plant employees, their husbands and wives. The photograph above shows, left to right: Howard Smith, Sanitone engineer; Mr. Francis; Mr. Hanson, and Robert Bungenstock, Sanitone district manager.

To date 186 drycleaning plants have received this bronze plaque.

Unipress Honors Kwakkernaat at Quarter Century



A. J. Kwakkernaat, vice-president of The Unipress Company, Minneapolis, was recently honored for his 25 years of continuous service.

Ira C. Maxwell, president and general manager, and W. H.

Krussow, secretary-treasurer of the company, presented a gold watch to Mr. Kwakkernaat in ceremonies at the firm's office. The photo above shows, left to right: Mr. Krussow, Mr. Kwakkernaat and Mr. Maxwell.



SNA-PON . . . STAYS ON
Approximate dimensions
of box packed 2500
to carton. Carton size
is 25" x 16 1/2" x 16 1/2".
Shipping weight 40 lbs.

Packed with VALUE—The Famous SNA-PON Trouser Guard

Preferred because it's 5 WAYS BETTER:

- 50% Easier to Thread
- Snaps on any Standard Hanger
- Heavy Construction Assures Rigidity
- Tubular Shape Holds Firm
- Just Slide On and Press Down

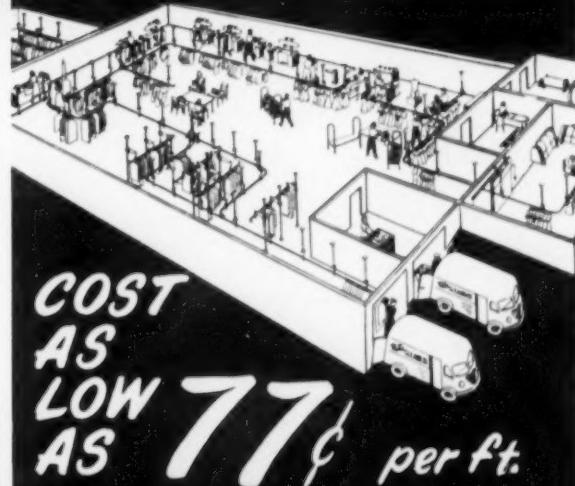
Sna-Pon Drapery Saddle Carries the Load. Fits any standard drapery hanger. Specially packaged for compact storage.

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please.

TILLERY CONTAINER CO.
6000 WILSON AVE. KANSAS CITY 23, MO.
Manufacturers of Quality Trouser Guards

TIME SAVERS' "HI-SPEED" RAIL FITTINGS



COST AS LOW AS 77¢ per ft.

The most Practical and Economical Conveyor System for transporting garments within your Plant.



TIME SAVERS, INC.

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY

TIME SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS' "Hi-Speed" RAIL FITTINGS

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

NAME OF JOBBER _____

TWIST-EMS



Stop

COSTLY MIX-UPS ON MULTIPLE ORDERS!

**SAVES TIME AND MONEY
ADDS COLOR, TOO!**

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist

and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

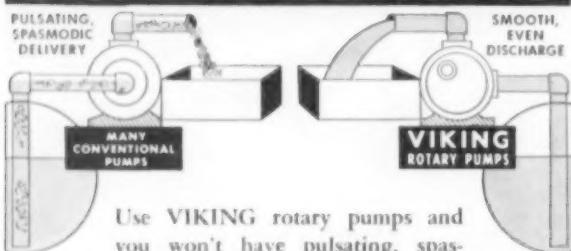
These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices.
Include Name and Address of your Supply House.



GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-3, Los Angeles 21, California

IF YOU WANT SMOOTH PUMPING

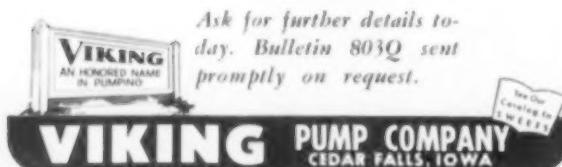


Use VIKING rotary pumps and you won't have pulsating, spasmodic delivery with aerated and foamy discharge.

With VIKINGS, you have fast, smooth priming and constant, even discharge of the liquids from beginning to end.

You can also handle not only thin, gaseous liquids, but heavy, viscous liquids as well. And all can be handled with excellent results.

Ask for further details today. Bulletin 803Q sent promptly on request.



PEOPLE AND PLACES

NORTH CENTRAL



Peacock Cleaners has opened at 1035 Argyle, Chicago. Herman Rochow is the manager and owner of an automatic laundry on the premises.

Mr. and Mrs. Vic Colvin have sold Vic's Cleaners, Main St., Petersburg, Ind., to C. E. Smith and W. C. Sullivan.

Eddie Fusco plans to open a branch of Fusco Dry Cleaning Company at 26 State St., Girard, Ohio. The company already has two stores in Niles and one in Warren.

Elite Cleaners, Jefferson, Iowa, has installed new finishing equipment.

Life Cleaners, 5353 W. 95th St., Oaklawn, Ill., recently celebrated its grand opening.

Henry Beyer has sold his dry-cleaning plant in Paxton, Ill., and plans to retire after more than 40 years in the business. Mr. Beyer's son-in-law and daughter, Mr. and Mrs. Thomas Stark, are the new owners.

Ace Dry Cleaners has opened at its new location, 562 Market St., Steubenville, Ohio. The firm has remodeled the building and has installed new equipment.

Ernie Davis, owner of Carroll Cleaners, Delphi, Ind., has announced that Jack Little and Gene Gentis have taken over management of the firm with the option to buy.

Bob Lechner and Ralph Zengerle Cleaners, 899 Linden Ave., Hubbard Woods, Ill., have announced the opening of a new office in the station of the Chicago and North Western Railroad in Winnetka, Ill.

Orion Cleaners has opened a branch in Woodhull, Ill.

Robert C. Corwin, Corwin's Master Cleaners of Des Moines, Iowa, has been elected a member of the advisory committee of the National Indemnity Exchange, St. Louis.

Jewelite Cleaners has opened at 55 W. Wood, Arlington Heights, Ill. The firm is affiliated with Reichardt Cleaners of Oak Park.

Carroll Rice is the new owner of Ralph's Cleaners, Detroit Lakes, Minn.

Gleam Cleaners has been chartered in Warren, Ohio. Incorporators are Doris M. Hepner, John D. DePietro and Bernard W. Rosenberg.

Robert G. Clark has sold Clark's Ideal Cleaners, 8 N. Locust St., Duquoin, Ill., to Kenneth House.

Edward J. Harmeling has sold Dutch Cleaners and Dyers, Cedar Grove, Wis., to Owen Meinen and Carl Voskuil.

Alvin Groff and Jesse Chapman have opened The White Way Dry Cleaners at 703 S. Poplar St., Centralia, Ill.

Fernwood Cleaners has opened at 5366 W. 95th St., Oak Lawn, Ill. The firm has another branch at 1812 W. 103rd St.

Clarence E. Middleton has opened a drycleaning establishment in Elletsville, Ind.

Mr. and Mrs. R. D. Krogstad have opened a new drycleaning plant in Moose Lake, Minn.

Haddad Cleaners, La Crosse, Wis., recently celebrated its twenty-eighth anniversary with the opening of a new plant at West Ave. and Jackson St. Albert L. and Sam N. Haddad will manage the establishment.

AMERICAN RED CROSS
JOIN and SERVE

Star Cleaners, Sandstone, Minn., has announced the installation of a self-service laundry. Otto Konrath operates the establishment.

Mr. and Mrs. Lonzo F. Lawrence have announced the opening of their cleaning establishment in the Kreutner Building, Mt. Pleasant, Iowa.

SOUTH EAST

Vance L. Bell has announced the opening of Eau Gallie (Fla.) Indian River Cleaners and Laundry at 856 Highland Ave.

Florida Drive-in Laundry Cleaners opened recently in Lakeland, Fla. Howard T. Hutchens, the owner, also operates Modern Cleaners.

J. C. Woodson has purchased Valet Dry Cleaning and Laundry Agency, 3054 Beach Blvd., Gulfport, Fla.

Pugh's Drive In Cleaners has opened in Leesburg, Fla., at 114-116 W. Main St.

Schneider Cleaners has opened a branch at 6708 Dixie Highway, Florence, Ky.

David Bryan has opened Modern Cleaners in St. Pauls, N. C. The new establishment is located in the E. Broad St. building formerly occupied by Quality Cleaners.

Anna Mae Marcum and Mary B. Rawlins have announced that Palmer's Cleaners, Irvine, Ky., is under new management and will be operated as Modern Dry Cleaners.

Harry McCall has sold McCall Dry Cleaners, Quincy, Fla., to Dan Shaffer. Mr. Shaffer also operates Shaffer Brothers Laundry and Dry Cleaners.

Crestview (Fla.) Cleaners has been opened by Ronnie Steele and Ray Wilson on N. Main St.

SOUTH WEST

Golden West Cleaners and Sanitary Laundry has opened a new branch in Walnut Creek, Calif., at 1403 Locust St. The company's main office and plant are on Broadway, Oakland, Calif.

Woodrow Massey has sold Massey Cleaners, 113 S. Fifth St., Bobstown, Tex., to Mr. and Mrs. Frank Cunningham.

Les Simmonds has opened Pay-Less Cleaners at 2222 MacArthur Blvd., Oakland, Calif.

According to a recent announcement, Solomon Cleaners, 1223 E. Harry, Wichita, Kans., has been completely remodeled.

Red and Mary Fowler are the new owners and managers of Twin Palm Cleaners, 861 Petaluma Ave., Sebastopol, Calif.

The owners of Duval Cleaners, Manuel E. Trevino and Trinidad Solis, have announced the installation of new tumbling

equipment in their San Diego, Tex., establishment.

Tommie Thompson will manage Mariposa (Calif.) Cleaners. He is the brother of Bob Thompson, who established the business.

Mr. and Mrs. Jack Archer have purchased Wardrobe Cleaners, 20 N. Vann, Pryor, Okla., from G. D. Mason. The Archers also operate plants in Muskogee and Vinita. The name of the Pryor business has been changed to Archer Cleaners, and the establishment has been redecorated and equipped with new machinery.

Fleming Cleaners, Clearlake Highlands, Calif., has been purchased by Leroy and Wilma Hegwood, who have changed the name to New Fashion Cleaners.

Adele Harris is the new owner of U-Save Cleaners, 995 East St., Pittsburg, Calif. She pur-

Make ANY HOTHEAD . . . in just 16 seconds

Every press in your plant can now do double duty—Regular pressing and hothead pressing—switch from one to the other and back again in a matter of seconds.

No need for special machinery—just flick a new GROSS STAR HOTHEAD GRID PLATE on your press—handle hard-to-finish cottons, suedes, etc. Zip it off and put on a regular Gross Star Grid Plate for woolens, silks and general pressing. Finish EVERYTHING in the plant on one press.

Gross Star HOTHEAD solid surface fits all press heads—made



of hard, shiny long-lasting Starium, a special alloy that holds heat, gives a beautiful finish, saves you many dollars in expensive installations for relative pennies.

ASK YOUR JOBBER about Gross Star Hotheads and Gross Star Aluminum Grid Plates.

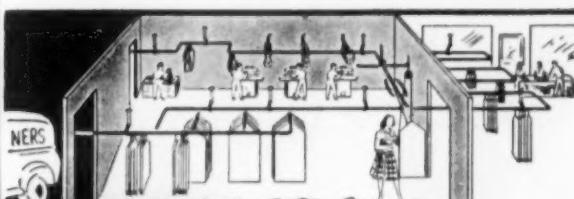


THE All-Aluminum GRID PLATE that masters ANY fabric

Ask any Presser

up to 46"	\$14.85
mushroom	11.00
over 46"	19.25

from your jobber



SAVE UP TO 50%
on HANDLING
COSTS . . .

FREE BOOKLET
SHOWS HOW!



FREE!

ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedures shown step-by-step! Shows how you can install it yourself, using wrench and screwdriver.

CONTIN-U-RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75¢ each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm _____

Address _____

City _____ State _____

Name _____

Jobber _____

MACHINE COMPANY Inc.

14th St. & Lafayette Ave., Kenilworth, N. J.



Rated the same but . . .

only the bigger, stronger, LEFFEL can deliver when you need extra steam

Both of these boilers are rated at 20 H.P. The smaller "package-type" boiler can deliver only 20 H.P., while the larger Leffel easily operates at 50% above its rating, and in emergencies, delivers up to 40 H.P. with safety.

Look to Leffel for dependable and low cost steam. Write for bulletin 236 today.



**THE JAMES LEFFEL & CO.
DEPT. CD
SPRINGFIELD, OHIO**

Insurance at COST!

for Thirty-eight Years

"Does your insurance pay you dividends?"

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 Washington Boulevard, St. Louis 8, Missouri

Any spot is the "right" spot for...



The Miracle Pre-Spotter for quick, safe removal of all types of stains!

- Ideal for any type of fabric!
- Will not clog dry cleaning system!
- Absolutely odorless! ● Money-back guarantee!

Write—

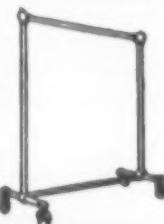
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GARMENT RACKS SPECIAL..

**PAINTED RECONDITIONED
PIPE-\$12.50**



6 ft. long 5 1/2 ft. high with set of 3" rubber swivel casters.

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

New York 7, N.Y.

chased the business from Ruth Bayhi.

chased Higgins (Tex.) Cleaners and has changed the name of the business to Rite Way Cleaners.

Dutch Boys' Cleaners opened recently in Manhattan Beach, Calif.

Carl Newsome has purchased Wallis Cleaners, Sealy, Tex. The establishment was moved recently to a new location in the Holub Building.

Roy Deaton, operator of Canadian (Tex.) Laundry, has pur-

DOMINION of CANADA



A new branch of Gillard Cleanit Service has opened in Bowmansville, Ont., at 10 King St., E. Ken Gillard is the owner of the Oshawa firm.

New equipment has been installed in Harriston (Ont.) Dry Cleaners.

Page the Cleaner and Furrier has completed a new plant and office at 9338 118th Ave., Edmonton, Alta. Manager Alex M. Starko designed the plant, built at an estimated cost of \$175,000.

Louis Zacks, president of Spotless Stores Ltd., announces the opening of a branch at 412 Victoria, Kamloops, B.C.

Tom Binnie has opened Marpole (B.C.) Cleaners, a drive-in establishment, at 1371 S.W. Marine Dr.

Jack Peterson has announced plans to establish a drycleaning business in Peterborough, Ont., at Rubidge and Dalhousie Sts.

M. H. Macara is building a dry-cleaning plant in Vancouver, B.C.

NORTH EAST



City Cleaners, River St., Haverhill, Mass., has moved the location of its Amesbury branch and has modernized the new store.

new unit in the Woodbridge Oaks shopping center, Woodbridge, N.J.

Coppola Cleaners, with Judson Parker in charge, has opened a

Among stores to open in the new Carrick (Pa.) shopping center on Brownsville Rd. is Ruby's Cleaners.

NORTH WEST

The Illinois Valley Cleaners plant, Cave Junction, Ore., has been remodeled, according to an announcement by Luther Sherier and his son, proprietors.

installation of a drycleaning establishment at 1201 S. Main St.

The zoning board of Aberdeen, S.D., has approved an application by Donald A. Guhin for

Work has begun at Fifth and Greenwood Sts., Junction City, Ore., on a plant for Junction City Cleaners, owned by Bob Ferguson.



Have **YOU** investigated
NATIONAL's SENSATIONAL
ELECTRONIC DRYCLEANER?

For CHARGE SOAP concentration
from 1% to 6%

NATIONAL CLEANERS CHEMICAL Mfg. Co.
2807 West Lake Street, Chicago 12, Illinois

MAKE YOUR
PRESENT EQUIPMENT
20% to 30% MORE
PRODUCTIVE!

WRITE for full
details now!

B. G. and Tex Harper have re-opened Pioneer Cleaners, Walla Walla, Wash. their move, the Thompsons also purchased new equipment.

Mem and Elaine Thompson recently held open house in the new quarters of Vanity Cleaners, Oceanlake, Ore. In making construction has begun on a 3,000-square-foot drycleaning plant addition to the building occupied by Pantorium Cleaners, Seattle, Wash.

OBITUARIES

Ralph L. Barrick, vice-president and director of Fuller Dry Cleaning Company, Cleveland, Ohio, died recently at his home in Shaker Heights. Mr. Barrick attended the University of Minnesota and was a member of Sigma Delta Chi, journalism fraternity. For many years he was publisher of the *Cincinnati Packer*, a trade journal. Mr. Barrick is survived by his wife and two sisters.

Herman Brinkman, Sr., 52, proprietor of a drycleaning establishment in Newport, Ohio, died recently. He was a member of Knights of Columbus and the Kolping Society. He is survived by a son and a daughter.

Clyde E. Emrick, 27, proprietor of Avon Cleaners, Brookfield, Illinois, was killed in an automobile accident. Mr. Emrick's wife, son and parents survive.

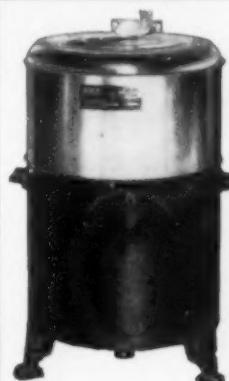
Albert H. Lowe, 57, operator of a drycleaning business in Morehead, Kentucky, passed away after an automobile accident. His wife and two daughters survive.

John J. O'Connor of O'Connor's Cleaners, River Forest, Illinois, passed away while vacationing in Florida. Mr. O'Connor was active in industry affairs, having served for two terms as president of the Illinois State Cleaners Association. His wife, a son and two brothers survive.

Ray Putnam, 62, owner of Woodstock Cleaners, Portland, Oregon, died suddenly. Surviving him are his widow, a son and a daughter.

Monroe A. Rubenstein, 53, proprietor of Pioneer Cleaners & Hatters, suffered a fatal heart attack at his Seattle, Washington, home. His widow survives.

Fred R. Stieber, 45, proprietor of Pacific Dry Cleaners, Inc., Santa Barbara, California, died after a brief illness. He was a member of the Eagles and Knights of Pythias lodges in



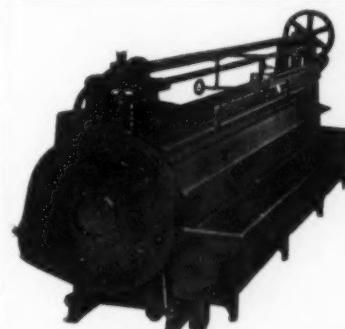
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Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

"Taubman"
LAUNDRY MARKING PEN
used by
LEADING LAUNDRIES
and DRY CLEANERS
STOP HUNTING FOR FUGITIVES AND STRAYS!
• BLACK, INDELIBLE INK
• GREATER INK SUPPLY
• WON'T WASH OUT
• WON'T DRY OUT
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• WRITES SMOOTHLY ON FABRIC OR PAPER
• DISPOSABLE . NO REFILLS
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6 1/2" LONG
Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO. 1 West 34th St., Dept. N, New York 1, N.Y.



The Bertsch Rug Wringer

REDUCES
Labor 70%
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FACTS
Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

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NOW "The CONVAIR"

Converts your old,
slow-moving
Foot-Press into
a fast, efficient
Air-Operated Press
for only \$300.



Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.

880 BROADWAY

NEW YORK - 3

PUT IT on the Record!

The simplest, most convenient way of keeping a list of your customers, their addresses, the orders they send in, the amount they pay . . .

THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording this necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions:

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—400 Pages (10,000 entries)
Durably bound in heavy duck
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ALL PRICES	
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Send orders with remittance to:

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304 East 45th Street, New York 17, N. Y.

TAG-O-LECTRIC
With AUTOMATIC PIECE COUNTER

Makes, marks, power staples temporary identification tags and counts pieces in one operation. Selective single or double stapling. Models adaptable to all laundries and cleaning plants.

PATENTS ISSUED OR PENDING

TAG-O-MATIC

The economy machine for cleaners. Makes, marks and stocks tags. Like tags for all orders. No waste, no loose tags. Makes tags up to 10 characters.

RIBBON-RITE
MARKING MACHINE

Clean, sharp, indelible ribbonized marking. Noinking grief. Always ready for use.

Genuine TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-Lectrics and Tag-O-Matics. No. 1 and No. ½ sizes.

Write for Free Booklets on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE CO., Inc.

244 WALTON ST.
SYRACUSE 2, N.Y.

Bellingham, Washington, where he lived for many years. In Santa Barbara he was a member of the Sportsmen's Club and the Sons of Herman. Survivors include his wife, two sons, a daughter and his mother.

Anne Serafian, 53, former owner of Nelson Dry Cleaners, Cliffside Park, New Jersey, died recently. A son, two daughters and two grandchildren survive.

Otto Weideman, 49, former proprietor of W & W Cleaners, Metropolis, Illinois, died suddenly from a heart attack. Active in civic affairs, Mr. Weideman served for ten years as an alderman. His wife and parents survive.

MEETINGS SCHEDULED

March 4, 5 and 6—Mid-West Cleaners & Launderers Association, Annual Convention, President Hotel, Kansas City, Mo.

March 20 and 21—Connecticut State Association of Cleaners and Dyers, Inc., Annual Convention, Stratfield Hotel, Bridgeport.

March 25 and 26—Texas Laundry and Dry Cleaning Association, Annual Convention, Driskill Hotel, Austin.

April 7 and 8—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Battery Park Hotel, Asheville.

April 27, 28, 29 and 30—Laundry and Cleaners Allied Trades Association and Laundry and Dry Cleaners Machinery Manufacturers Association, Joint Annual Convention, Broadmoor Hotel, Colorado Springs, Colo.

May 7 and 8—Connecticut Launderers & Cleaners Association, Inc., Annual Meeting, Hotel Bond, Hartford.

May 7 and 8—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Hotel Florence, Missoula, Mont.

May 7 and 8—Oregon State Dry Cleaners Association, Annual Convention, Columbia Athletic Club, Portland.

May 8—New Hampshire Laundry and Dry Cleaners Association, Annual Convention, Hotel Moody, Claremont.

May 13, 14 and 15—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Spokane, Wash.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REPUBLIC 9-3016.

5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

WELL-ESTABLISHED SOLVENT PLANT in OHIO, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. ADDRESS: Box 5244, NATIONAL CLEANER & DYER.

-2

DRYCLEANING PLANT in Milwaukee, Wisconsin. Established 20 years. Wholesale and retail. \$100,000 yearly volume. Well-equipped solvent plant, located in center of fast-growing territory; includes machinery, delivery equipment, 60 x 120 building and additional land for expansion. Price \$60,000. ADDRESS: Box 5733, NATIONAL CLEANER & DYER.

-2

Modern solvent plant in northwest Wyoming. New and nearly new equipment. \$50,000 year volume. Terms. Guaranteed lease on building. Ideal climate, good hunting and fishing. ADDRESS: Box 5776, NATIONAL CLEANER & DYER.

-2

Florida, West Coast, solvent plant. Beautiful building, 85% cash-and-carry. Gross \$3,500 a month. \$45,000. Terms. ADDRESS: Box 5778, NATIONAL CLEANER & DYER.

-2

FOR SALE:—ARIZONA'S FINEST AND MOST MODERN DRYCLEANING PLANT. DOING BIG BUSINESS, SHOWING BIG PROFITS. WILL SELL OR LEASE REAL ESTATE. TERMS TO THE RIGHT MAN. ADDRESS: Box 5797, NATIONAL CLEANER & DYER.

-2

MIAMI, FLORIDA—Plant, grossing \$60,000 annually, very reasonable. Ideal setup for two. ADDRESS: Box 5798, NATIONAL CLEANER & DYER.

-2

DRYCLEANING AND LAUNDRY PLANT, well-established and fully equipped, in Lewistown, Pennsylvania. Delivery equipment in excellent condition, servicing five counties. The real estate is valued at three-fourths of selling price. Priced for quick sale due to illness. Lewistown Insurance & Realty Co., Realtor, P. O. Box 230, Lewistown, Pa.

5815-2

Drycleaning plant, 5 years old, well-equipped, good retail business, Palm Beach area. \$5,000 cash, balance terms. Good lease and rent. ADDRESS: Box 5817, NATIONAL CLEANER & DYER.

-2

FOR SALE or trade for revenue-bearing property, a new drycleaning plant, one year and 3 months old. Hoffman & Cissell machinery complete; neon signs, air conditioners. Located in county seat 6,000 to 7,000 population. A west Texas growing town, Ft. Stockton, Pecos County, ranching, farming and oil fields. Some \$5,000 in monthly payments to be assumed, remainder \$12,100 cash or trade. City Cleaners, Box 525, Ft. Stockton, Texas.

5819-2

One of Kansas City, Missouri's most modern drive-in, cash-and-carry plants, grossing \$30,000 annually. Laundry agency. With or without real estate, including five apartments. All \$75,000, plant \$25,000. Owner will finance. Retiring. E. C. Aust, 1315 E. 10th St., Kansas City, Mo.

5875-2

Petroleum plant for sale near Cincinnati, Ohio. Long-established business with a trade name for drycleaning that can be used with any other name. This is a wholesale and retail plant, 2 trucks, almost new machinery and 2 boilers. This is a real buy for a foresighted person or persons who are looking for a real bargain in an established business. ADDRESS: Box 5869, NATIONAL CLEANER & DYER.

-2

Well-established 140F plant in Sioux Falls, S. Dakota. Golden opportunity for man and wife. Good reason for selling. Priced for immediate sale. ADDRESS: Box 5871, NATIONAL CLEANER & DYER.

-2

DRYCLEANING PLANT IN LONG BEACH, CALIFORNIA. 1953 volume \$65,000, capacity for more. Completely modern Hoffman and Cissell equipment in large well-ventilated modern building, plenty of workroom. Nice call and private offices. Full price \$40,000. Terms. Real estate can be bought or leased with option to buy. Chas. Hooks, 1240 E. Fourth St., Long Beach, Calif.

5877-2

Fully-equipped modern synthetic drycleaning plant. Paying business. Will stand close investigation. Located in growing California Peninsula city. Price \$16,000. ADDRESS: Box 5878, NATIONAL CLEANER & DYER.

-2

Modern solvent cleaning plant, St. Petersburg, Fla., now operating. Established 18 years. Will sacrifice. Owner must return North. Apply: W. C. Odom, 12 W. Washington Ave., Pleasantville, N. J.

5879-2

Modern solvent plant in famous Palouse country. Large drawing area. County seat. Town population 3,000. New building and equipment. 15 miles from Washington State College. Grossing \$24,000, good prices. Elite Cleaners, Colfax, Washington. 5880-2

Modern drycleaning plant for sale, Mexico City. Clearing \$2,500 per month net, capacity 5 times present volume. \$150,000, half down. For particulars write: L. Sloane, Apartado 139 bis, Mexico, D. F.

5881-2

CINCINNATI, OHIO—Modern up-to-date synthetic drycleaning plant and men's shop with formal rental business, carrying a complete line of nationally advertised merchandise. 1953 we grossed \$38,562.29. Cash-and-carry, no delivery. Machinery, fixtures, stock and merchandise valued at \$18,429.99. (We have nothing to give away.) But if you are interested in an excellent opportunity, we invite you to investigate our business, which we are selling for \$23,000. Write to: Sky's Cleaners & Men's Shop, Sky's Corner, Gilbert at Lincoln Ave., Cincinnati 6, Ohio. 5882-2

Completely equipped solvent plant, \$140,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. \$20,000 to handle. ADDRESS: Box 5883, NATIONAL CLEANER & DYER.

-2

Well-established solvent plant, 2 offices, cash-and-carry, 5 routes, on main street, town of 40,000 in beautiful west central Wisconsin; also THE rug and upholstery cleaners in territory. Annual volume \$83,000. All modern equipment. 60 H.P. boiler. Top prices. Priced for fast sale. Excellent hunting and fishing country. Write: Box 5884, NATIONAL CLEANER & DYER.

-2

For Sale: Fully equipped solvent drycleaning plant, doing \$35,000 a year gross. Located on Florida east coast. Prosperous city. Wonderful location. Old-established business. Price \$24,000. ADDRESS: Box 5885, NATIONAL CLEANER & DYER.

-2

CLEANING PLANTS FOR SALE (Cont'd)

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 5886-2

Modern laundry and drycleaning plant for sale. Established 26 years. Air-conditioned front office. Best location in town. Volume \$150,000 a year. Permanent Air Base. Wonderful climate. Business good every month in the year. A bargain. Owner retiring. Complete details by writing. ADDRESS: Box 5887, NATIONAL CLEANER & DYER. -2

Solvent plant, established 31 years. Property included, two apartments above. Wish to retire. Located south California. ADDRESS: Box 5888, NATIONAL CLEANER & DYER. -2

Partner's death forces sale of plant in south California, doing over \$6,000 per week. Fair equipment, fine building, terms. Fine spot for linen and industrial supply. ADDRESS: Box 5889, NATIONAL CLEANER & DYER. -2

OHIO—\$10,000-PER-YEAR EARNINGS for couple or man in modern synthetic plant and store. Downtown location in prosperous county-seat town. Cash-carry, also delivery. Hoffman and Cissell equipment. Chevrolet truck. Lease or sell building. \$15,000 for business. P. O. Box 411, Bucyrus, Ohio. 5890-2

Equipment, solvent plant, used nine months. To highest bidder. Disabled ex-soldier. ADDRESS: Box 5891, NATIONAL CLEANER & DYER. -2

PHOENIX, ARIZONA, fast-growing community, near Arizona Biltmore Hotel, land 199 x 362, on main highway; two plant buildings and 3-bedroom home on land. Lease on a well-located branch office. Hoffman equipment. \$27,000 will handle, total price \$42,000. For information regarding other business or investments, address W. W. Mitchell, Sr., Realtor, P. O. Box 426, Tempe, Arizona. 5905-2

Corner store, Irvington, N. J., low rent, plant on premises. Volume \$32,500, 85% drop, no route. Price \$21,000. Small amount of cash to right party. Send full particulars to Box 5906, NATIONAL CLEANER & DYER. -2

MODERN SYNTHETIC PLANT, Hoffman presses. Good location. Priced to sell. Town Cleaners, Jackson, Michigan. 5907-2

Modern solvent plant near NEW SEAWAY. Building and machinery, 4 years old. Doing \$8,000 a year, two people. Poor health. Price \$15,000. ADDRESS: Box 5908, NATIONAL CLEANER & DYER. -2

FOWLERVILLE, MICHIGAN—CLEANERS, only establishment in town. Unlimited business. Complete 140 solvent plant, Building and very good equipment, \$12,500 complete. Butterfield Realty, Fowlerville, Michigan, Phone 211. 5916-2

Drycleaning plant, well-established and profitably operated in a thriving community on the outskirts of Baltimore, Md. Gross last year approximately \$60,000. Auditor's figures available. This is a wonderful opportunity for someone experienced in drycleaning. It is possible to double present volume. Will take \$6,000 down payment and finance balance to responsible party. Address: Box 5917, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT, MODERN, FIREPROOF, BUILT UNDER STATE SPECIFICATIONS. DRIVE-IN LOCATION—Serving area, 12,000 people. If you consider yourself a good operator and business man, NO CASH REQUIRED. Priced way below replacement cost. PAUL E. NOLLEN, GALLON, OHIO. 5918-2

Small modern cleaning plant in nice suburban area near Long Beach, CALIFORNIA, for SALE, or may TRADE for plant in small town 5,000 to 25,000 population. Prefer California or West. Well-equipped 140 F plant now grossing \$3,500 per month. 2 trucks. \$14,500. Write: Keith Orr, 22105 McHelen Ave., Long Beach 10, Calif. 5922-2

Southern Minnesota Mercury plant; Adjusta-Form; two utility presses; Prosperity topper; four puffers; Cissell bag sleeve; steam vacuum finishing board; cuff brusher; prespotting unit; Dryset 8-unit vacuum; Glover trouser stretcher; Glover spotting board; Bock wetcleaning extractor, 10 H.P. boiler with return; \$1,000 National register; miscellaneous. Priced to sell \$12,500. Don Hayden, St. Charles, Minn. 5923-2

Splendid opportunity to buy, suburban Buffalo, N. Y., drive-in Stoddard plant in new housing-development area. Doing \$35,000 to \$40,000 per year. Selling due to death. Write: Box 5925, NATIONAL CLEANER & DYER. -2

MODERN PLANT in southeastern Illinois. Established over 30 years. Equipment all new in past five years. \$24,000 gross 1952. Town 3,000. Low rent, 1952 truck. Priced right. \$6,000 cash will handle. Address: Box 545, Grayville, Ill. 5926-2

Well-established solvent plant and shirt unit, northwestern Pennsylvania. Storage vault and rug room; 4 stores; 6 routes; 3 apartments over offices. Equipment in excellent condition. Excellent buy. Write: Box 5927, NATIONAL CLEANER & DYER. -2

WANTED TO LEASE

WANT TO LEASE with option to buy small cash-and-carry solvent plant. Prefer California or Pacific Northwest. ADDRESS: Box 5867, NATIONAL CLEANER & DYER. -17

BUSINESS OPPORTUNITIES

DRIVE-IN CLEANING PLANT. We will build and equip a package deal, ready to open, for as little as \$8,000 down, in and around Chicago. Investors welcome. Very reliable and established firm. ADDRESS: Box 5895, NATIONAL CLEANER & DYER. -11

Specialty household drycleaner seeking associate in similar line. Ample space for expansion. Own building. Manhattan, New York City area. Address: Box 5919, NATIONAL CLEANER & DYER. -11

STORAGE VAULT FOR SALE

Largest and most modern cold fur storage vault in Indiana. Capacity 7,000 coats. Complete fur business and service. Lowest insurance rate in Indiana. Vault filled to capacity at present time. A number 1 reputation. Always operated at a profit. See "The National Cleaner & Dyer" magazine—October 1950 issue. Will sell all or 75% of stock. Very reasonable. VOGUE FUR VAULT, INC., 2007 Kossuth Street, Lafayette, Indiana. Attention Jack N. Vaughan. 5675-21

SITUATIONS WANTED

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

Manager—silk spotter, age 39, married, 20 years experience in all departments, capable of training help, wants steady position with future. Prefer Metropolitan New York City area, or Long Island. Address: Box 5858, NATIONAL CLEANER & DYER. -5

DRYCLEANING PLANT MANAGER, SUPERINTENDENT or SALES MANAGER, desires position with quality plant. 10 years experience, economy of production and material guaranteed. 34 years old, married, NID graduate and college. References. Will consider investing. ADDRESS: Box 5896, NATIONAL CLEANER & DYER. -5

Experienced all phases. Excellent 12-year background and references. NID graduate, general and management. Available March 1. Wish to represent active organization, Long Island or vicinity. Will consider only legitimate active concern with whom I can best utilize my knowledge, thereby assuring a future. ADDRESS: Box 5897, NATIONAL CLEANER & DYER. -5

SUPERVISORY POSITION IN DRYCLEANING PLANT. EXPERIENCED. CHICAGO AREA. ADDRESS: Box 5898, NATIONAL CLEANER & DYER. -5

Manager's position wanted, capable of assuming complete responsibility of large plant. Graduate of N.I.D. general and management courses. Fifteen years experience managing topflight plants. Only interested in long-term proposition. Address: Box 5912, NATIONAL CLEANER & DYER. -5

HELP WANTED

Man experienced all-around for retail quality cleaning plant, Midtown, New York City. Able to fit in every department including spotting. Good starting salary. ADDRESS: Box 5839, NATIONAL CLEANER & DYER. -7

WORKING FOREMAN for long-established, high-quality exclusive drycleaning plant. New buildings and equipment, employing about 45 people. Must have expert knowledge and experience in every phase of drycleaning, also training new help. Here is real opportunity for a well-informed, sober and dependable middle-aged married man to permanently connect himself and secure his future with a high-class organization. Give full and detailed experience in first letter. Paris Cleaners-Furriers, Yale Blvd. & Ash St., Springfield, Ill. 5863-7

Working manager for retail quality solvent cleaning plant. Must be experienced in all phases of cleaning and finishing. Good starting salary. Location near Springfield, Mass. State experience and qualifications in reply. ADDRESS: Box 5876, NATIONAL CLEANER & DYER. -7

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Open-pocket cleaning does make a difference! And Jet-balanced open-pocket cleaning means more money in your pockets! Loads go in and out faster, for the quick service today's customers want. And the quality of work you turn out in your H-Jet is out of this world! "Whites" and "specials" look well worth a deluxe price. That's because H-Jet open-pocket cleaning permits full-drop, thorough soil-removal unmatched by any divided or Y-pocket machine.

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- For perchlorethylene cleaning of 30-pound loads
- Single or two-bath models
- Fully automatic or manual
- Available as "cold" unit with separate drying and reclaiming equipment.

Only the H-JET gives you:

- ✓ All-In-1 Loading
- ✓ Full-Drop Washing
- ✓ Super-Speed, Self-Balanced Extraction
- ✓ Faster, Unblocked Drying
- ✓ Top Solvent Savings

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